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# OLD TOWN SAN DIEGO

## Community Plan



## CITY OF SAN DIEGO

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# OLD TOWN SAN DIEGO Community Plan

July 7 1987

After duly authorized **public hearing**, the Planning Commission, on May 28, 1987, approved the OLD TOWN SAM DIEGO COMMUNITY PLAN by Resolution No. 7070.

On **July 7**, 1987, the City Council unanimously adopted the OLD TOWN SAN DIEGO COMMUNITY PLAN by **Resolution** No. R268785.

The OLD TOWN SAN DIEGO COMMUNITY PLAN is on file in the office of the City Clerk as Document No. 268787.



BILL CLEATOR  
COUNCILMAN  
DISTRICT 2

The Honorable Mayor and City Council  
City of San Diego, California

Since the Old Town San Diego Community Plan was adopted in 1968, circumstances have changed in Old Town San Diego and throughout the city. This evolution has created problems that the previous plan could not foresee. Major commercial development, in the form of offices and hotels, has occurred in the last two decades that did not reflect the traditional character of the community. Existing retail areas were in need of enhancement and revitalization and residential neighborhoods were being diminished to accommodate the expanding commercial development.

Consequently, the goals and objectives of the 1968 plan to preserve the unique historical character of the community were not being met. The plan was not designed to contain the type of larger scale development that had begun to occur in Old Town San Diego and that threatened to destroy the flavor of the community.

In an effort to safeguard the quality of Old Town, I formed the Old San Diego Task Force to respond to this deficiency and to work out solutions to the complex issues facing the community. The Task Force was comprised of representatives from diverse backgrounds representing a balance of community and regional interests. Extensive input from the Task Force and the Old Town Community Planning Committee provided the needed information to formulate a viable plan which could address the needs of a historic district that hosts four million visitors annually.

Because of the efforts of these dedicated groups, the Old Town San Diego Community Plan and Planned District Ordinance was unanimously adopted by the City Council on July 7, 1987. We now have a document specifying the goals and objectives of the community in the context of eight plan elements: historical, land use, circulation, public facilities, open space and recreation, socioeconomic, urban design and implementation.

In particular, the land use element identifies seven subareas. These range from single-family, low-scale residential development adjacent to Presidio Park to medium- and large-scale commercial developments with generous open spaces designed to recreate the original river environment in the area between Interstate 5 and Taylor Street. Major goals include the preservation and expansion of the residential character of the community, which is the essence of historical preservation, and the encouragement of retail development in the "core" area adjacent to the Historic State Park. Overall, smaller scale projects will be developing in Old Town with lower residential densities and reduced intensities for commercial development. The pedestrian-oriented commercial core area has been extended, also, to complement the Historic State Park and provide appropriately scaled development at the community's gateways. In addition, the plan provides for visitor-oriented commercial uses in the fringe areas.

In conclusion, the Old Town San Diego Community Plan is the result of the extensive input received from the Old San Diego Task Force, the Old Town Community Planning Committee, various community business interests, and other concerned residents. I would like to take this opportunity to thank all those individuals for their diligence and support in helping to preserve the unique and historic Old Town San Diego Community.

Bill Cleator  
Councilman, District 2  
The City of San Diego

October 29, 1987

/IW





THE CITY OF  
**SAN DIEGO**

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OFFICE OF  
PLANNING  
DEPARTMENT  
236-6450

The Honorable Mayor and City Council  
The City Planning Commission  
City of San Diego, California

July, 1987

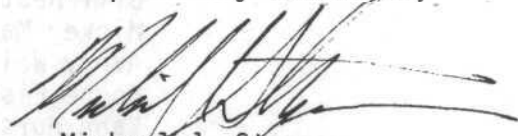
Transmitted herewith is the Old Town San Diego Community Plan which is a **long-range** policy guide for the **development** of this historic community, the birthplace of California.

The Plan, prepared with the cooperation of the Old San Diego Task Force and the Old Town Community Planning Committee, represents a significant cooperative venture of all major interests within the community. Through these Committees, the Planning Department has held numerous **public** meetings to insure widespread citizen knowledge and support of the **Plan** and **Implementation** Program, which reflects the kind of **development** the people of Old Town San Diego feel is appropriate for this unique community.

The **Plan** and **Implementation** Program include a long-range development policy assessing **land** use, circulation, **public facility** needs and urban design considerations. **Additionally**, the implementation program includes a tailored zone (Planned District Ordinance). A Business Improvement District **proposal**, and a Streetscape Plan will follow. Much remains to be done, particularly by the community if the goals and aspirations expressed in the Plan are to be achieved.

The Planning Department believes that this document, which is **long** overdue, represents a sound beginning and firm basis for proceeding. It is recommended that the **Planning** Commission and City Council adopt this **Plan** and implementation package as a guide for the future growth and development of Old Town San Diego.

Respectfully submitted,



Michael J. Stepner  
Acting Planning Director



## ACKNOWLEDGEMENTS

The plan that **follows** has been prepared with the cooperation of the following groups and individuals. The Planning Department extends special thanks to these groups and individuals for their valuable input and time commitments in the planning process. The Task Force was formed by City Councilman Bill Cleator in 1984 to **specifically** address development and **implementation** issues.

### OLD SAN DIEGO TASK FORCE

#### COMMITTEES

##### EXECUTIVE COMMITTEE

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Steve Lusk, Vice-Chairman  
Pat Myers, **Consultant**  
Dan Bamberg, Attorney  
Richard Bundy, Architect  
Ed Farley, Realtor  
Robert Ferris, Architect  
Richard Herttua, Business Owner  
Diane Powers, Business Owner  
Olive Chivers, **Old Town Residents Representative**  
Judith Krumholz, **Mission Hills Representative**  
Marilyn Mirrasoul, **Uptown Representative**

##### OLD TOWN COMMUNITY PLANNING COMMITTEE

The planning group was formed under City Council Policy 600-24 to advise the City on long-range planning issues.

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Victor **Adler**  
Olive Chivers  
Ardath **Flynn**  
Carmen **Toigo**  
Elias **Barajas**  
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PUBLIC AGENCY COMMITTEE

Dan Bamberg, Chairman  
John Henderson  
Vann Hurst  
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# Introduction

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# INTRODUCTION

## BACKGROUND

The Old Town San Diego community of The City of San Diego has outstanding historical importance. It is the site of initial **settlement** in the City and the birthplace of the State of **California**. The rich heritage of this community is of incalculable **value** to present and future generations.

There is a growing public and private awareness of the importance of Old Town San Diego, not only in terms of its obvious historical significance, but its potential as an historically **compatible** and vital **commercial** center, as **well**. Several attempts by government agencies, and individuals have been made to develop **plans** and provide methods whereby the rich historical past of Old Town San Diego may be preserved. The area is still in the process of redeveloping and establishing an **overall** appearance **reflective** of its **historical** background. Historic structures, many in need of restoration and repair, have been lost amidst **incompatible** or **architecturally** contrasting **commercial**, or residential developments. A profusion of oversized signs, **billboards** and **utility poles** still exist and distract from the **historical** emphasis considerations of the few remaining historic buildings and sites.

Until the passage of the Cameron-Unruh Beach, Park, Recreational and **Historical** Facilities Bond Act of 1964, and subsequent state legislative acts, an **overall** restoration of the historic **central** area of Old Town San Diego did not seem a real possibility. In 1966, the State Department of Parks and Recreation reported to the legislature that "...it is feasible to **establish** a historic unit of the State Park System at Old Town in San Diego." In proposing the historic park, it was the intention of the State to: "...make **available**, for all time, for the **enlightenment**, inspiration and enjoyment of all people, this old **village**, one of the first white settlements in the State, as it existed during the Mexican period, 1821 to 1846 and during the **following** American transitional period, 1846 to 1869; this to be a living, thriving **village** with the historic and recreational values inherent to the area and the period in time it represents."

In conjunction with the State report, The City and County of San Diego agreed to cooperate in several ways, including the provision of funds to assist the State in land acquisition for the Park and **establishment** of zoning regulations designed to assure compatible building designs to the historical context of the community.

Residents and merchants from the community have had a **long** standing interest in the area. In the Spring of 1966 interested residents, property owners, businessmen, historians and others joined efforts in their mutual concern for the future of Old Town San Diego. As a result, the Old Town San Diego Community **Planning** Committee was officially recognized by the City Council in June, 1966, as the group with which City staff **would** work

in jointly preparing a long-range physical **development** plan. Located in the approximate center of this area is a **10-acre** State Historic Park hereafter referred to as the historic core. Additionally, the County of San Diego, in conjunction with the City, developed Old Town San Diego Heritage Park, a park-like development which includes old, **relocated** heritage structures, primarily of Victorian vintage. The buildings are leased to private individuals for retail and office uses.

Two initial actions taken by the City Council reflect a long-term City-wide concern and interest in the historical area. The first, in December, 1965, was the establishment of the **City's** first Historical Site Board. This **Board's responsibility** is City-wide and focuses on **exploring** means for the protection, retention, and preservation of historic sites. Of major concern to the Board was, of course, the preservation of The Old Town San Diego Historic District. The major contribution to the **realization** of the full potentials of Old Town San Diego was the Board's efforts to establish a documented register of **all** historic sites, buildings and structures in the area. Their initial report covered **only** those **buildings** of the Mexican period that fronted on the Plaza and have become the core of the State Historic Park.

A second action by the City **Council** taken in September of 1966 established the **Old Town San Diego Architectural Control District Ordinance** and created an **Architectural Control** Board to administer the ordinance. Essentially this action recognized the area as having a unique distinctive character. The District imposed certain **architectural** restrictions on both new structures as well as the alteration or **relocation** of existing buildings. The Planned District Ordinance, together with the **establishment** of the State's Historic Park and the **County's** Heritage Park development, have consolidated the key components which make Old Town San Diego the community it is today.

City, County, and State Actions, coupled with the program pursued by the State creating a Historic park and later efforts in connection with the 200th Anniversary of the founding of **Old Town San Diego** (1969), were key to the successful implementation of the first long range development plan.

Since the original adoption of the Old Town San Diego Community Plan on November 26, 1968, major development primarily of a commercial nature has taken place in the community, with some residential development also occurring on the **Mission Hills** bluffs and **hillsides** in the eastern portion of the community.

The State park proposed in the 1968 plan was implemented when land was purchased by the State of California for that purpose. The resulting State Park boundaries were smaller than those earlier envisioned. Development of the State park has been primarily of a retail nature, catering **primarily** to the tourist visitor. Outside the State park area, office development has taken **place** during the **1970's** decade. Hotel uses have developed in the early **1980's** consistent with the economic market forces prevailing in the



area. With the exception of the State Historic Park area and the County's Heritage Park, much of the **development** in later years has been **drastically** out of scale with the historical precedent of the late 1800's, counter to what was originally envisioned by the earlier 1968 Community Plan.

This is the basic context in which the Old San Diego Task Force created by City Councilman Bill Cleator undertook the work of updating the Community Plan and Planned District Ordinance in 1984. The Old San Diego Task Force is made up of individuals presenting a variety of community and **regional** interests affecting the Old Town San Diego **Community**, the Task Force has held many meetings with representatives of the City. The major overriding **goal**, agreed to at the outset of the program was to preserve and enhance the historical significance of the area and create a **balanced** development in Old Town San Diego between community interests and regional visitor attractions.

The role of the Committee **involved** reviewing and analyzing background, **historical** and **development** factors of the area within and outside the historic core and study issues relative to land use, architectural-historical **development** design, parking and circulation, public agency involvement, marketing, economics and, business improvement, streetscape amenities, and **public** facilities. On this basis, the Task Force was able to **formulate** updated community goals and objectives. Planning Department and other City and public agency staff and consultants were hired to advise on the formation of a Business Improvement District (BID) and a program for streetscape design provided the necessary **technical** studies including the preparation of **alternative development** options were under consideration by the Task Force. The Task Force also maintained **liaison** with other groups **including** the Old San Diego Chamber of Commerce, the State Parks, the Historical Site Board, and the Old Town San Diego Planned District Review Board (Architectural Control Board). The Old Town Community Planning Group was **also** involved in the **development** of the document through Planning Department staff meetings and **briefings**.

This following Community Plan has evolved as a **result** of alternative development options considered the task force **subcommittees**. The Plan represents a **policy** framework that **will** enable the community and the City to work jointly on more specific planning studies and action programs. The Task Force and City staff recognize that in some instances more precise studies and development proposals must follow. Those are specifically identified later and in the **Implementation** Section of this Plan. The Old Town San Diego Community Plan, therefore, represents only an initial step in a planning program to attain a full **realization** of Old Town San Diego's **social**, economic, and historic values.

While the Plan sets forth several recommendations in regard to future implementation, it does not of itself contain or **establish** ordinances, codes or other legislative regulations. In order to carry out the **proposals** of the Plan and to realize community **goals** and objectives, the **community's** Planned District Ordinance providing zoning or other



development **controls** encouraging the **revitalization** of this area is **also** being updated and is being enacted **separately** through the appropriate legislative action. A business improvement program is **also** being processed concurrently in order to better coordinate the **community's** business and marketing activities. A streetscape and public **facilities** enhancement program is in the development stages and its completion **will follow** by a few months the completion and adoption of this plan. An implementation program for this study will follow.

The Old Town San Diego Community Plan is **basically** divided into five **elements: historical**, land use, circulation, public facilities, environment conservation, and implementation. Each **element** contains an introduction and summary of relevant planning factors, a statement of community goals and objectives and more specific plan **proposals**. Recognizing the unique aspects of this area. The Historical Element **includes** an abbreviated description of the **community's** past as it may **influence** plans for the future.

## **COMMUNITY BOUNDARIES AND SURROUNDING COMMUNITIES**

The Old Town San Diego community contains **approximately** 230 acres and is bounded to the north by Interstate 8 and the Mission Valley Community Planning area. The **long** range development plan for Mission Valley was adopted by the San Diego City Council in **July, 1985**. The approved plan envisions a high density mixed use community. Its western area, which is contiguous with the Old Town San Diego plan, is projected to develop with **hotels** and open space to reflect the width of the San Diego River Floodplain.

The western boundary of Old Town San Diego is Interstate 5 and the Midway Community Planning area. The Midway Community Plan, originally adopted in 1970, is in the process of being updated and is projected to be developed as a mixed use community. **Presently**, the area closest to Old Town San Diego is low intensity **commercial** and auto-oriented, which **allows** for substantial future growth opportunity.

The south and east boundary of Old Town San Diego is bounded by the Uptown/Mission Hills hillsides. The Uptown Community Plan area is adjacent to this boundary. The Uptown Plan originally adopted by the City Council in 1975, is in the process of being updated at this time. Uptown is planned as a **primarily** residential community with supportive commercial uses. The area adjacent to Old Town San Diego is primarily **single** family in character.

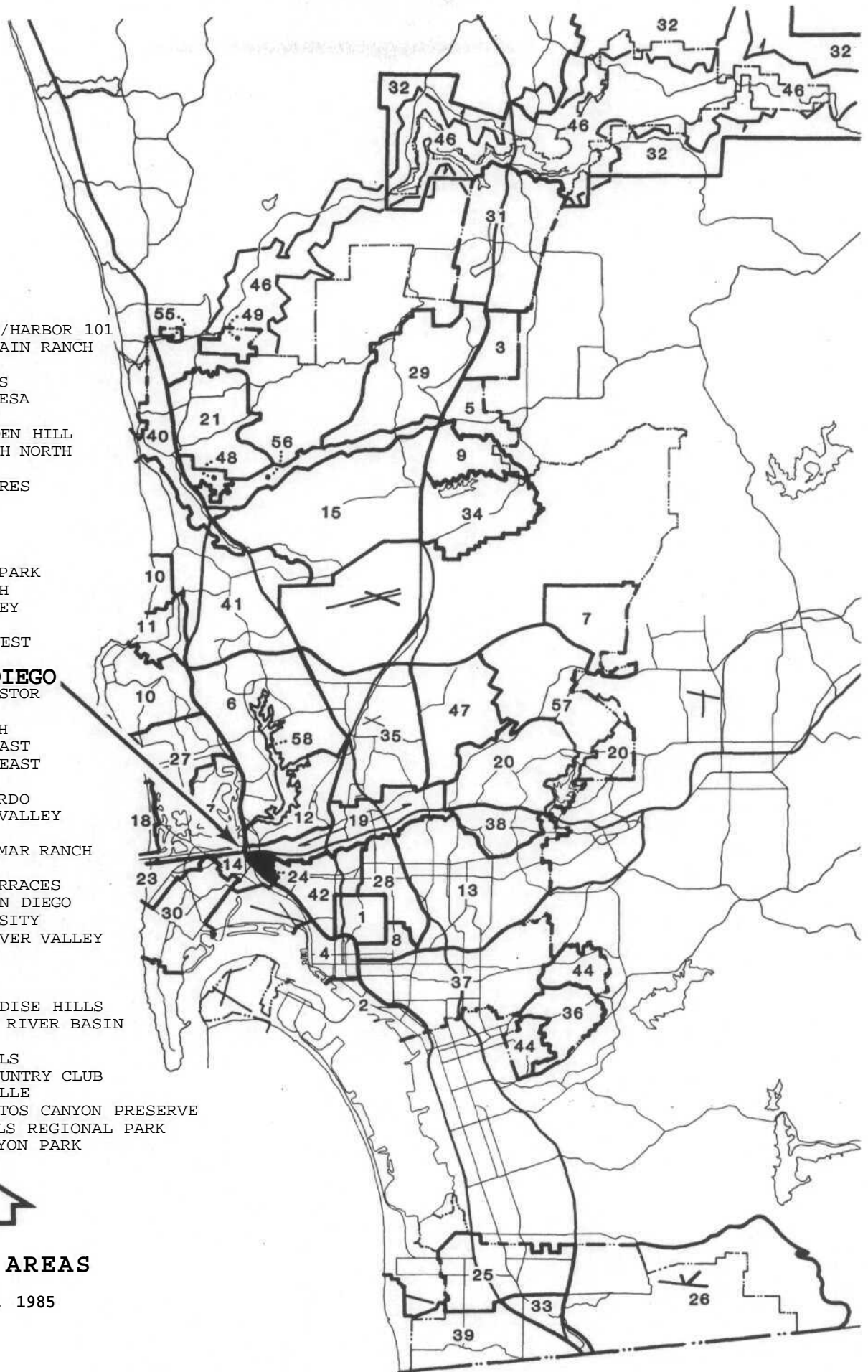


1. BALBOA PARK
2. BARRIO LOGAN/HARBOR 101
3. CARMEL MOUNTAIN RANCH
4. CENTRE CITY
5. SABRE SPRINGS
6. CLAIREMONT MESA
7. EAST ELLIOTT
8. GREATER GOLDEN HILL
9. MIRAMAR RANCH NORTH
10. LA JOLLA
11. LA JOLLA SHORES
12. LINDA VISTA
13. MID-CITY
14. MIDWAY
15. MIRA MESA
17. MISSION BAY PARK
18. MISSION BEACH
19. MISSION VALLEY
20. NAVAJO
21. NORTH CITY WEST
23. OCEAN BEACH
- 24. OLD SAN DIEGO**
25. OTAY MESA-NESTOR
26. OTAY MESA
27. PACIFIC BEACH
28. PARK NORTH-EAST
29. PENASQUITOS EAST
30. PENINSULA
31. RANCHO BERNARDO
32. SAN PASQUAL VALLEY
33. SAN YSIDRO
34. SCRIPPS MIRAMAR RANCH
35. SERRA MESA
36. SOUTH BAY TERRACES
37. SOUTHEAST SAN DIEGO
38. STATE UNIVERSITY
39. TIA JUANA RIVER VALLEY
40. TORREY PINES
41. UNIVERSITY
42. UPTOWN
44. SKYLINE-PARADISE HILLS
46. SAN DIEGUITO RIVER BASIN
47. TIERRASANTA
48. SORRENTO HILLS
49. FAIRBANKS COUNTRY CLUB
55. VIA DE LA VALLE
56. LOS PENASQUITOS CANYON PRESERVE
57. MISSION TRAILS REGIONAL PARK
58. TECOLOTE CANYON PARK



## PLANNED AREAS

December. 1985





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# Plan Summary

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## PLAN SUMMARY

The following information provides a summary statement designed to describe the key features of this plan. This section provides a statement of current development issues, development alternatives reviewed, and a short description of the proposed development concept and its major goals and objectives.

### **DEVELOPMENT ISSUES:**

#### Historical Context:

Development in the community lacks the appropriate historical appearance and development context.

Presidio Park's historical importance has not been given the proper role within the community.

There are still many remaining uses that are incompatible with the historical and commercial/residential character of the community.

#### Land Use:

Regional and community-based land use needs have to be addressed and carefully balanced.

Business activities need to be coordinated and upgraded by promoting an upscale image, to provide better services to the visitor as well as the residential community.

Recent development activity has resulted in too dense and out of scale development inconsistent with the community's historical development.

The Planned District Ordinance has not been implemented consistently and its development guidelines are too flexible and subject to varied interpretations. As a result, the ordinance has not had the unifying effect that was originally intended.

#### Circulation:

The community is subject to traffic congestion and inadequate parking facilities.

There is an opportunity to plan new development to take advantage of proposed transit lines. San Diego Trolley extensions are proposed from downtown San Diego to the North City and East County areas. Both lines are planned to come through the western boundary of the Old Town San Diego plan area. Station locations and related land use and circulation patterns for supportive activities have to be analyzed and planned in order to take full advantage of the transit improvement.

The **existing** street and town development pattern and the **community's** historic townscape are being threatened by street vacations, **closures** and parcel **consolidation**.

#### Government Agencies and Public **Improvements**:

Several different government agencies have land and businesses in the Old Town San Diego **community**. Their **activities**, however, have been uncoordinated.

Opportunities exist for the reuse of government-owned **lands** in these areas where present uses are inconsistent with the **community's** development. The present outdoor storage and other related uses on these sites **will undoubtedly** be moved to other more appropriate and **functional** locations at a later date.

**Public improvements**, particularly streets, need enhancement in order to provide a better pedestrian scale and environment. Entrances into the community **also** need to be **designed** and enhanced.

#### **PLAN ALTERNATIVES**

Four plan alternatives were **identified** and considered, as follows:

ALTERNATIVE 1: **Tourist-oriented buildout**

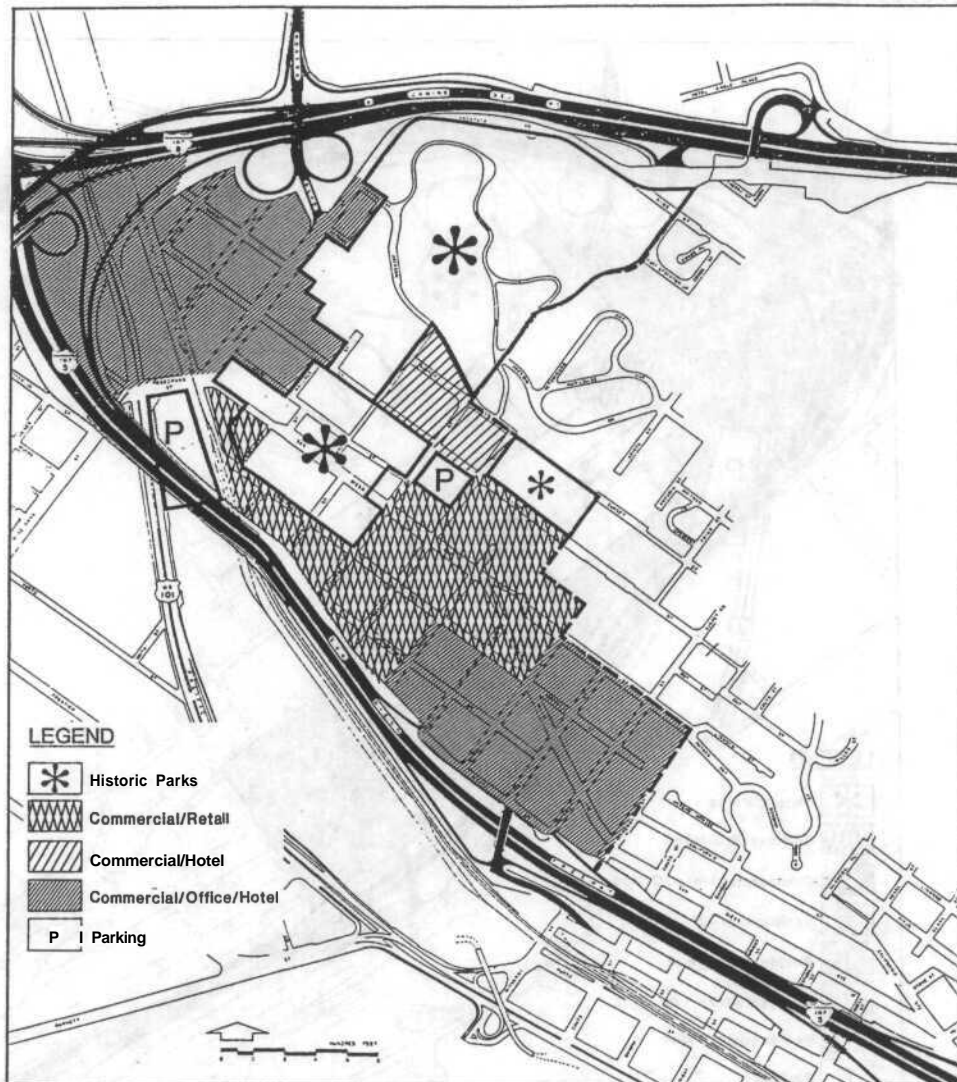
ALTERNATIVE 2: Residential-oriented buildout

ALTERNATIVE 3: No change

ALTERNATIVE 4: Combination tourist and residential development

### ALTERNATIVE 1 - Tourist-oriented buildout.

This alternative would orient the community's future development as a commercial, tourist-oriented facility, with full buildout at a floor area ratio (FAR) of 2.0. This option would result in large three- and four-story buildings, accommodating primarily hotel development, retail, and office development. The significant positive impact of this alternative is the perceived economic benefit to private property owners that have not redeveloped their properties. The significant negative impacts include scale conflicts of new vs. historical development; traffic impacts; and loss of the community's residential character which presently gives this community a "real" as contrasted to a "created" ambiance.

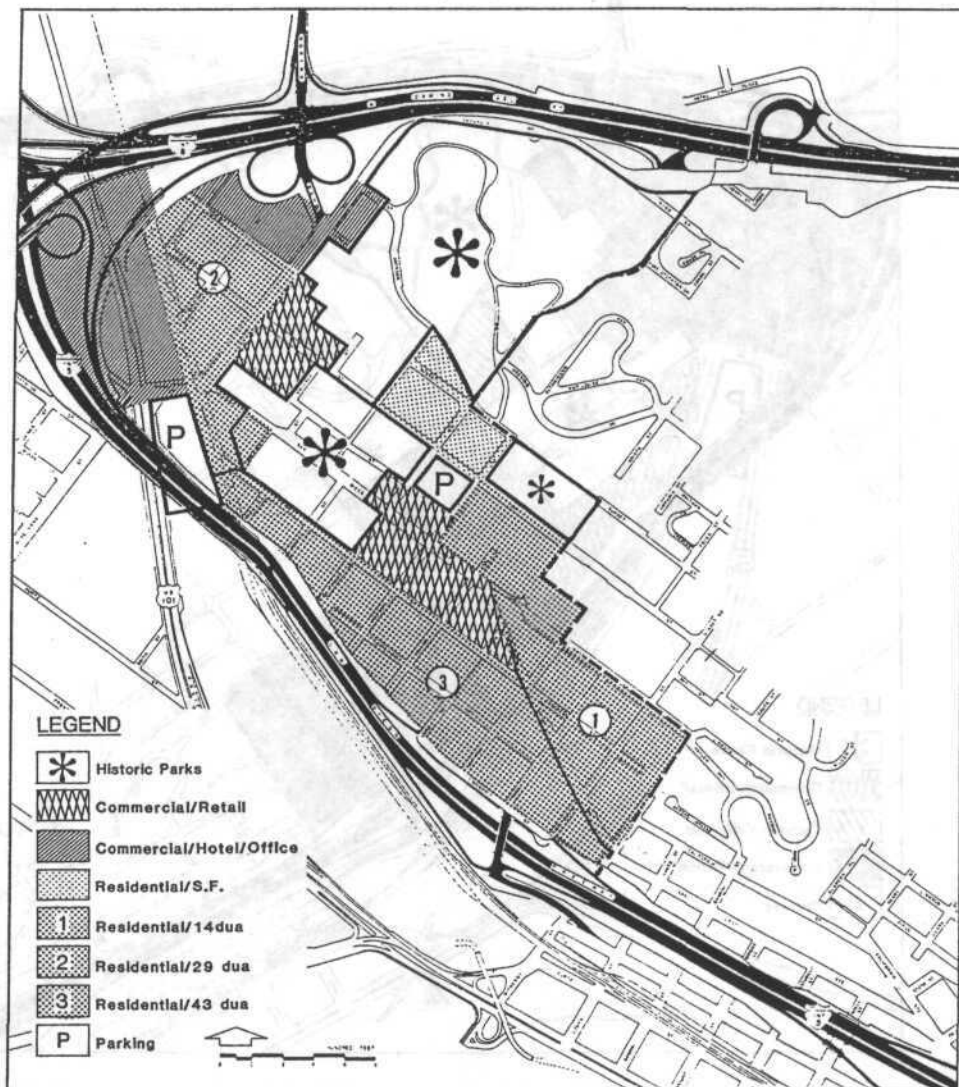


**ALTERNATIVE 1-TOURIST ORIENTED BUILDOUT**



## ALTERNATIVE 2 - Residential-oriented buildout.

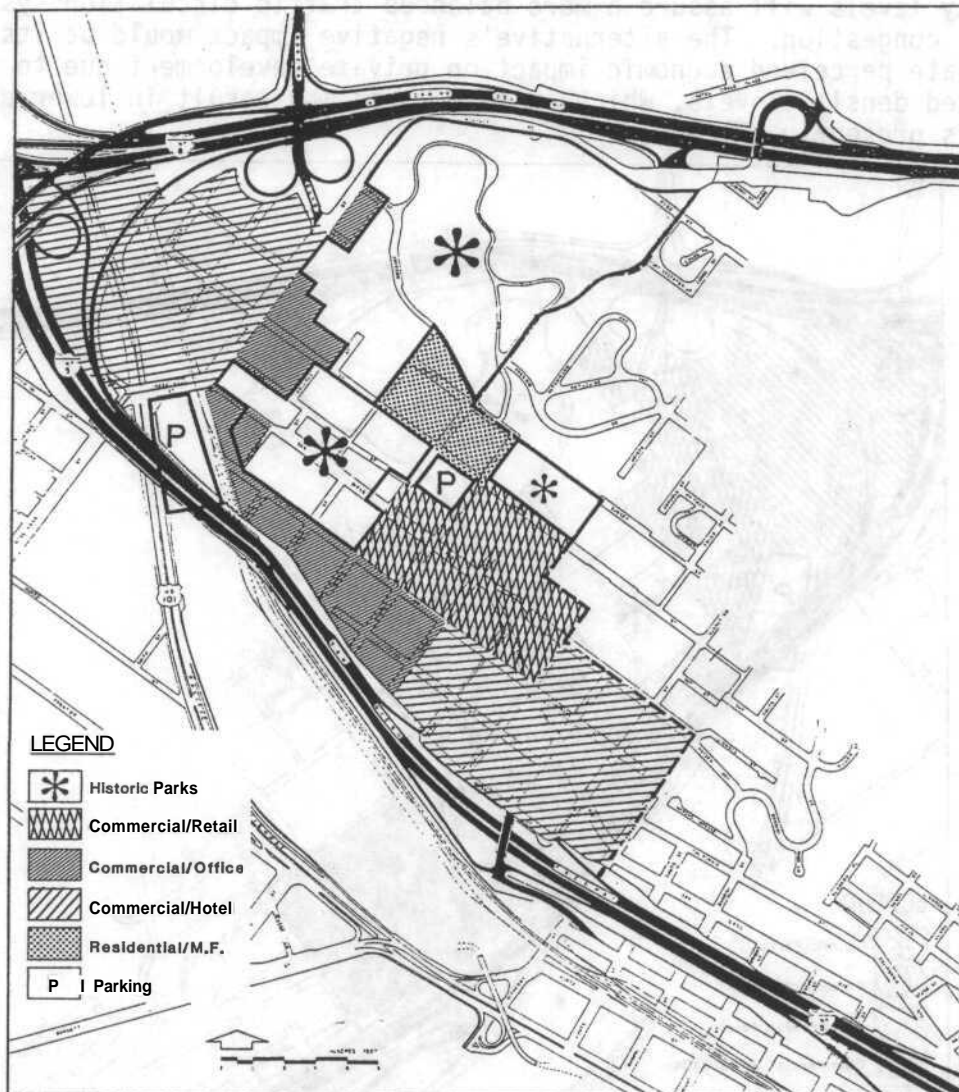
This alternative would orient the community's future development as a residential community. Densities in dwelling units per acre (du/ac) would range between single-family (9.0 du/ac) on the hillsides, to medium, and medium high density (29 to 43 du/ac) in the periphery to the historic core. Floor area ratios (FAR) would range between 0.6 and 1.8 FAR. This option would accommodate a large range of residential densities. The significant positive impacts of this option is that of making Old Town San Diego a real residential community at the crossroads of major regional access (I-5; I-8), and integrating it more closely with adjacent residential areas in Mission Hills and Uptown. The significant negative impacts are its dramatic change in land use which would have immediate economic effects. The potential erosion of a major tourist-oriented facility for the region with fiscal impacts, and traffic impacts due to the single-use aspect of new development.



ALTERNATIVE 2-RESIDENTIAL

### ALTERNATIVE 3 - No change.

This option **would** continue the mishmash of different uses, densities, and **styles**, and would result in a lack of **physical**, economic, and use. Its positive impact is that it would appear to be responsive to the economic market. Its negative impact would be that it would continue to reflect the present economic "**ups and downs**" of development, as experienced in recent years, which **result** from **overbuilding** certain types of **buildings** and activities. Other negative impacts would include traffic congestion due to the present lack of development intensity criteria.



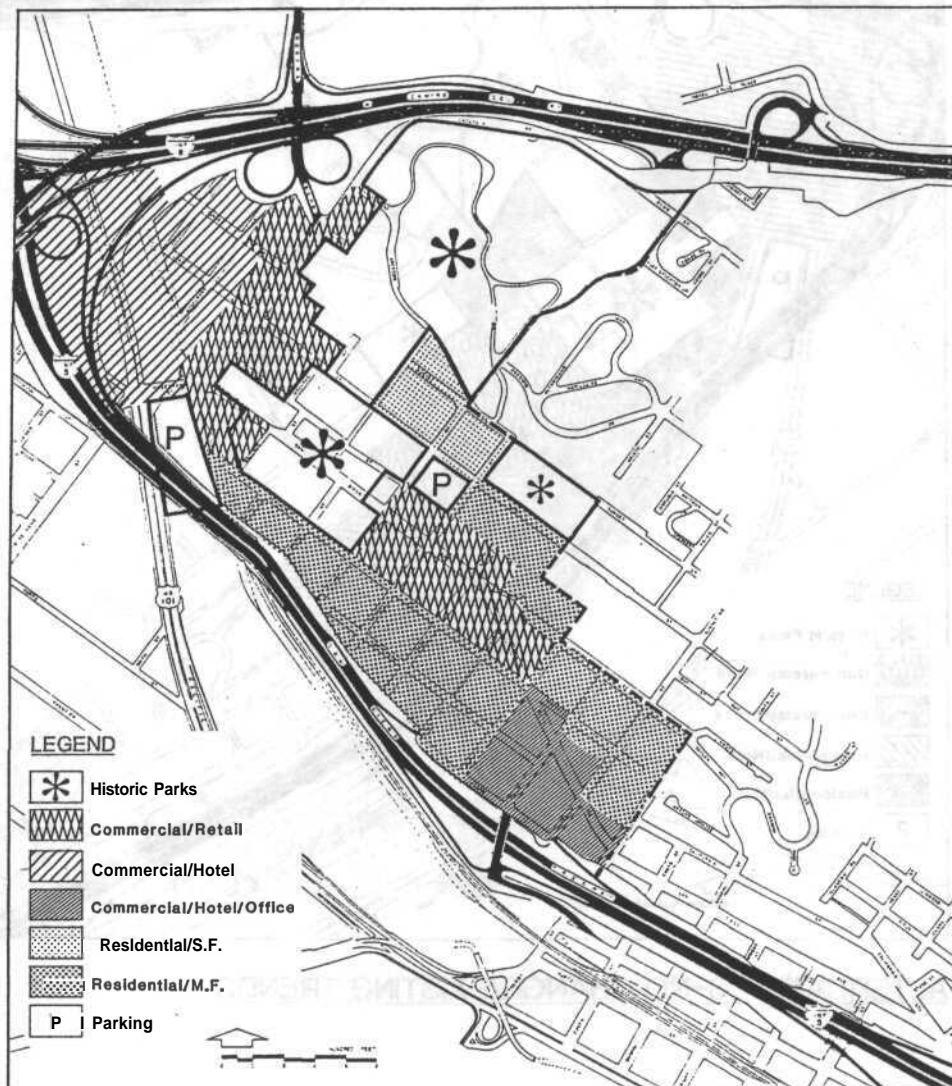
ALTERNATIVE 3-NO CHANGE/EXISTING TRENDS



#### ALTERNATIVE 4 - Combination of Tourist and Residential Development.

This alternative **selects** the best aspects of Alternatives 1 and 2, **reflects** the **area's** historical ambiance by establishing density standards that are consistent with the **community's** historical precedent.

The significant positive impacts of this alternative are, its attempt to **balance** the regional and community needs of the area, maintaining its local and **regional** economic balance and provision of development density **limitations** to a moderate density which **will** ensure historical compatibility of new and old development. **Additionally**, these **land use** and **density levels** **will** assure a more balanced traffic circulation system and reduce congestion. The **alternative's negative** impact would be its immediate perceived economic impact on private development due to the proposed density levels, which in some cases may result in lower density than is presently allowed.



ALTERNATIVE 4-COMBINATION TOURIST/RESIDENTIAL

## **DEVELOPMENT CONCEPT**

The selected development concept for the plan is **Alternative 4**. This **Old Town San Diego** development plan updates the earlier plan adopted in 1968 by addressing **problem** areas not previously addressed or anticipated, enhancing the qualitative aspects of the earlier **plan's** implementation, and providing policies designed to address future **development** activities which **will** have a critical impact on the development character of the community.

The plan **specifically** strives to recover and further enhance the area's historical context through design **guidelines** and **public** improvements. The plan also maintains the balance between the **area's** regional-visitor-oriented facilities and the community-resident-oriented needs.

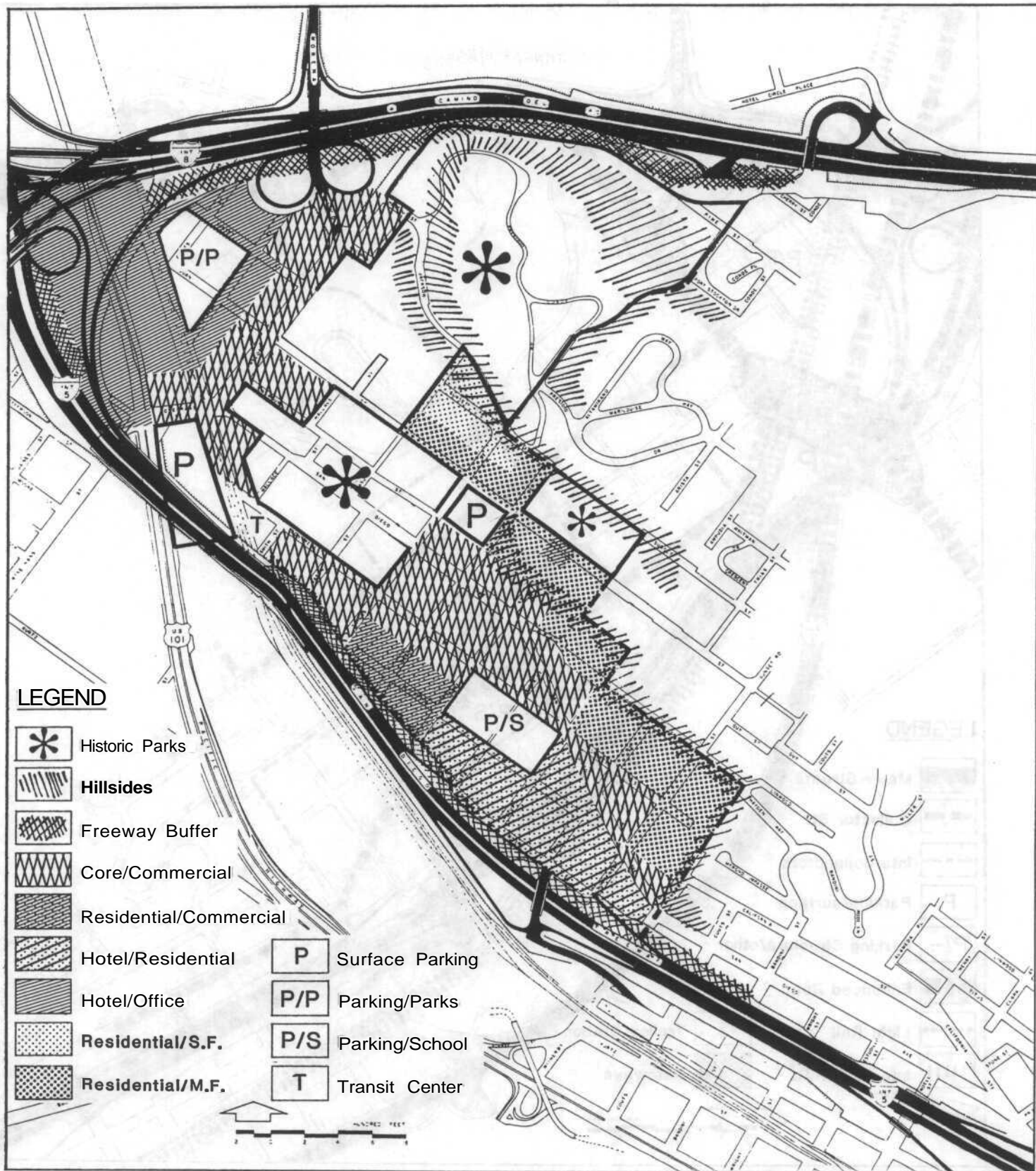
The plan also provides and implementation and phasing program designed to assure a methodical and rational **plan follow-up** and implementation over the next 20 years.

## **MAJOR GOALS AND OBJECTIVES**

1. Maintain a **balance** between **regional-visitor-oriented** facilities catering to the community's national and international historical importance, with the **community-residential-oriented** needs of the **local** residents within the geographical area and those of areas **readily** adjacent and **accessible** to the Old Town San Diego plan area.
2. Expand the State **Park's** scale and historical context by expanding the **plan's** core area to **link** the historical center to the major gateway into the community providing a "sense of place."
3. **Develop** guidelines for new **development** to keep it within the scale and design context of the area's national and international historical importance. **Clear** and **quantifiable** guidelines for building design, style, size, location, and **landscaping** considerations should be **provided**.
4. Develop policies for the recovery, reconstruction, or **rehabilitation** of **historical** structures and archaeological sites.
5. Provide **development** guidelines for peripheral supportive uses to the **historical** core and residential community.
6. Provide policies and development guidelines to unify the **scale** of development **along** community streets. **Establish** a comprehensive - streetscape enhancement program that **will** maintain the historical native of the area.
7. Provide **policies** and standards for the design and **development** of major accessways and gateways into the community.

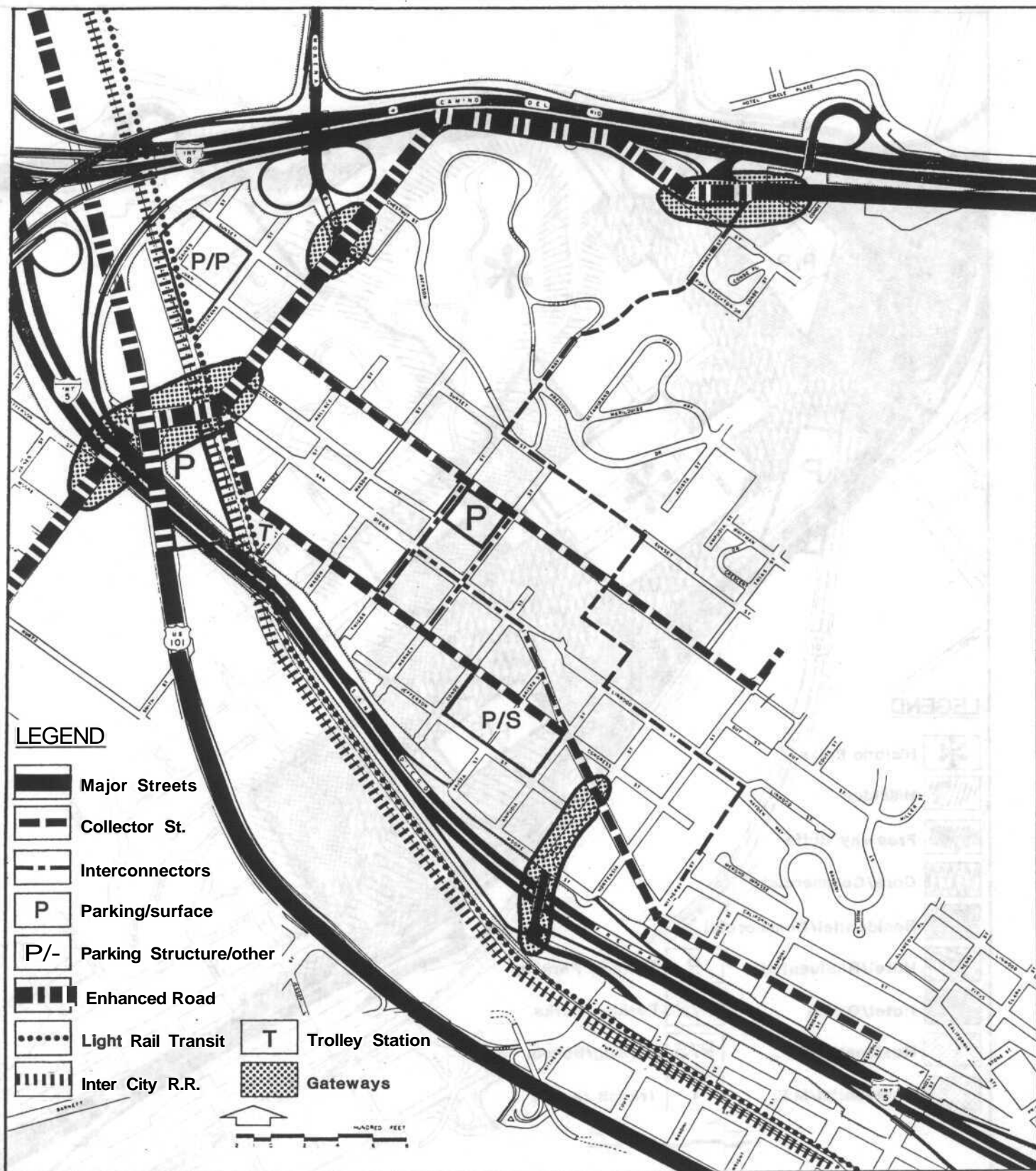
8. Reduce the need for continuing **automobile-oriented** street **widenings** by developing a **circulation** network which is destination-oriented to Old Town San Diego, rather than through-traffic-oriented.
9. Street **closings** to automobile traffic **should** not be approved, except to provide **better** alternate automobile access, and better pedestrian accessways and provided said **closings** do not change the historical and traditional **development** patterns in the community.
10. Provide policies and alternatives for a comprehensive access network, **including** the location of transit stations and supportive uses. Such policies should be designed to enhance regional accessibility to the **historical** visitor center.
11. Provide standards for the development of public support facilities at the gateways, the historic center, and the periphery of the core.
12. Provide policies and design **guidelines** for the **redevelopment** of **publicly-owned** lands, over which the citizens of San Diego **should** exercise greater **control**.
13. Provide an implementation and phasing plan for **all** the recommendations of this plan.





## LONG RANGE PLAN-LAND USE CONCEPT





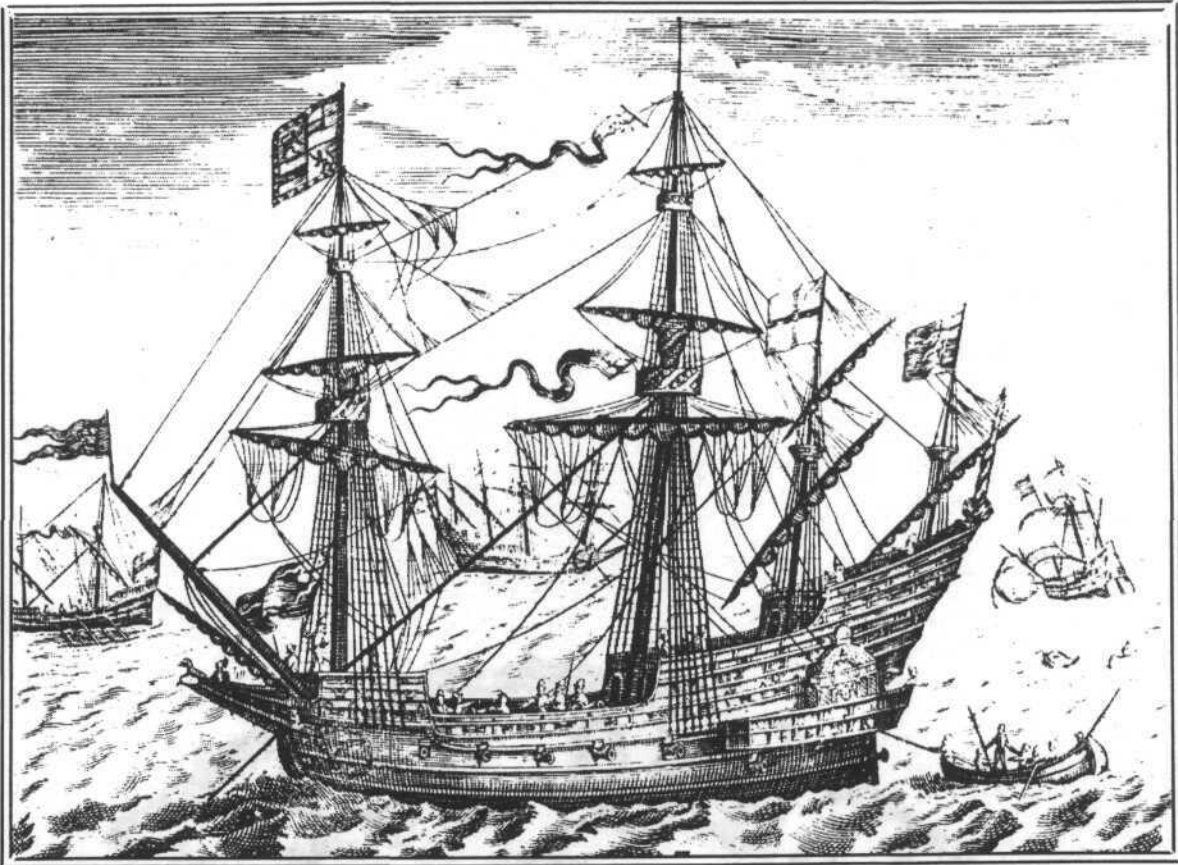
## LONG RANGE PLAN—CIRCULATION CONCEPT



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# Plan Elements

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## PLAN ELEMENTS

The Old Town San Diego Community Plan is divided into the following elements:

1. Historic Conservation
2. Socio-Economic Considerations
3. Land Use (Residential, Commercial, Services)
4. Open Space and Recreation
5. Circulation (Auto, Services, Transit, Bikeways, Pedestrian)
6. Public Facilities (Local, State, Federal), Agencies (Sewer, Water, Electric), and Services
7. Urban Design (Environmental, Urban, Energy Conservation)
8. Implementation (Major Mechanisms, Phasing, Schedule)

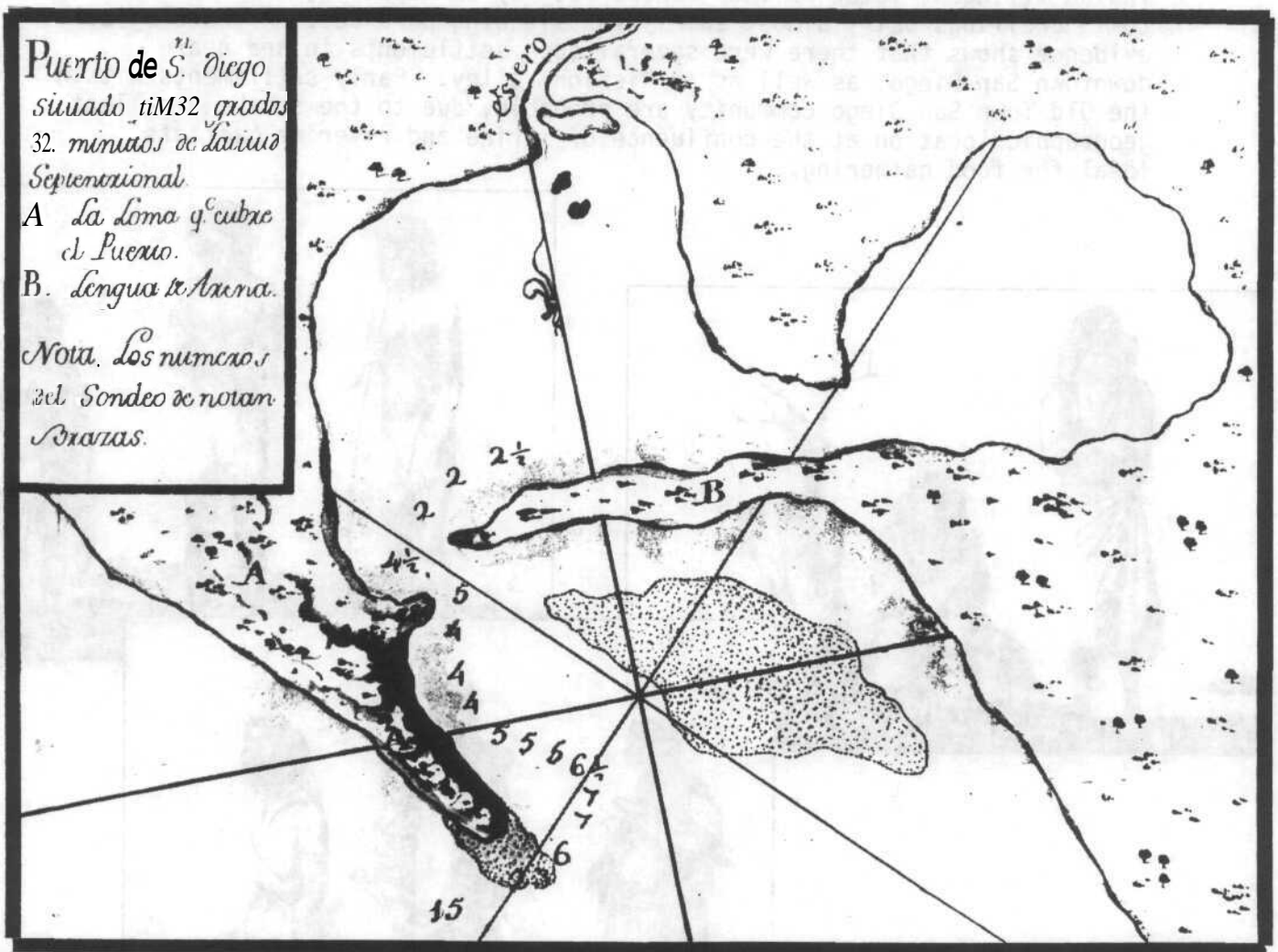
All elements include a background section, and a recommendation section setting forth the plans, policies, guidelines, and proposals which are key to the plan's formulation.

# HISTORIC CONSERVATION

## BACKGROUND

The rich historical past of Old Town San Diego makes this area especially significant and distinct from other parts of the City. Without this heritage, a tremendous visitor potential would, of course, not exist. It is important, therefore, to understand this background in order to prepare a comprehensive plan for the future. While there are many detailed historical accounts covering the California and San Diego areas, the principal concern here is in recognizing those aspects of early history which can be emphasized in future developments within the area. .

The following is a summary description of Old Town San Diego's historical setting divided into four most commonly recognized periods.

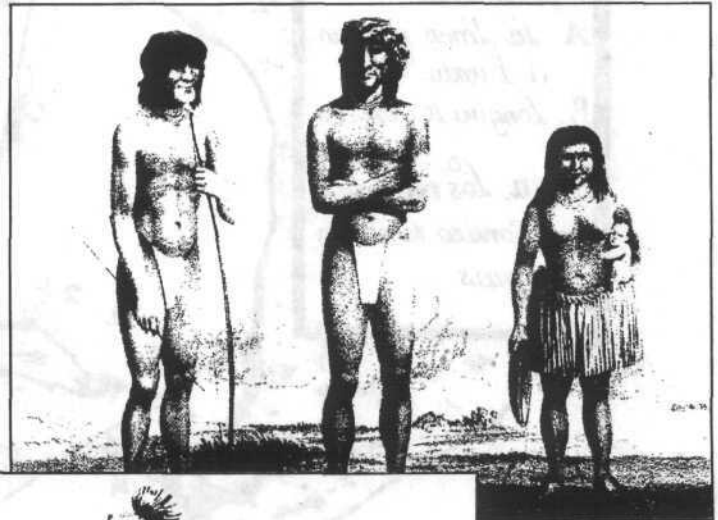




## AMERICAN-INDIAN PERIOD - 5,000 B.C. TO 1542

The San Diego region was described by the early European explorers as a Mediterranean arid area, with lush sites along river valleys and marine environments. The region sustained a good supply of food which in turn sustained large populations of **indians**. Local indigenous tribes belonged to the **Hokan-Siouian** family; the earliest known culture is known as the **San Dieguito** which was later supplanted by the **Diegueno** culture. A new migration in 1,000 B.C. of **Yuman-speaking** indian tribes took place. These were the early settlers which the Spaniards found in the region on their arrival on these lands.

Indian settlements were of a **semi-permanent** nature, and were scattered about the region, primarily near food resources along the coastline and river valleys. Building materials consisted of pole frames covered with bark, brush, **cattails**, or other woven grasses in the shape of a dome. Indian **villages**, later called "**rancherias**" by the Spanish, consisted of 40 to 75 dwellings built almost solely for sleeping purposes. **Archaeological** evidence shows that there were several such settlements in and near downtown San Diego, as well as in Mission Valley. Early settlements within the Old Town San Diego community are **probable**, due to the site's excellent geographic location at the confluence of marine and riverine habitats, ideal for food gathering.

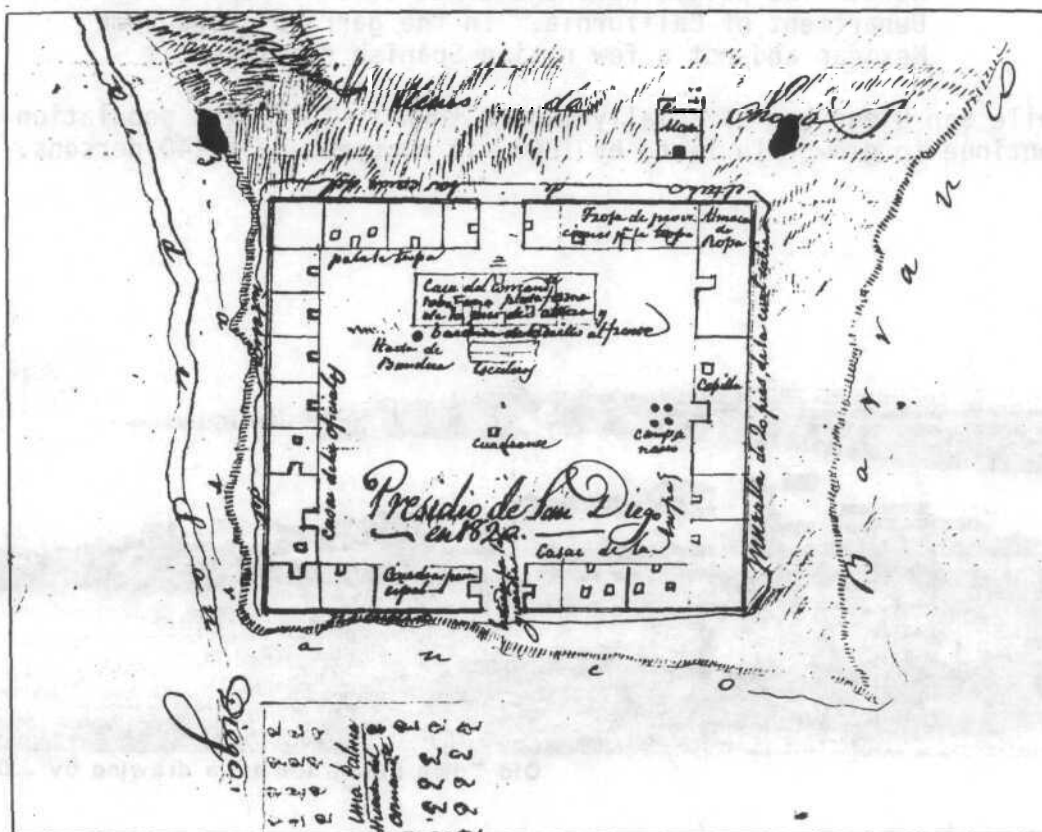


# SPANISH PERIOD - 1542 TO 1821

Prior to the coming of the European, the inhabitants of the area we know as San Diego were Indians living in the village of Cosoy. The first European to appear on the scene was the explorer Juan Rodrigues Cabrillo. He discovered this land in 1542 and claimed it for Spain. At the time he named the bay San Miguel. The area was not visited again by Europeans for sixty years until Don Sebastian Vizcaino, who was in charge of a major scientific exploratory expedition, entered the harbor in 1602 and renamed it San Diego Harbor.

The Spanish did little to settle or develop the area until 1769 when further colonization took place. By that time, the Russians had been hunting and trading along the coastline of California. This discovery, coupled with the steady advance westward of people from the Anglo-American colonies, caused Spain great concern. The Spanish authorities in Mexico increased colonization efforts in the San Diego area.

A land party of soldiers commanded by Don Gaspar Portola together with missionaries and Indians led by Father Junipero Serra arrived in San Diego in July, 1769, settling in the Old Town San Diego area. Shortly thereafter, a chapel was constructed and the Presidio built around it. Father Serra, in consecrating the chapel, established the first of many missions to be built along the California north coast. Major activities included Christianization of the indians, farming, and trading.

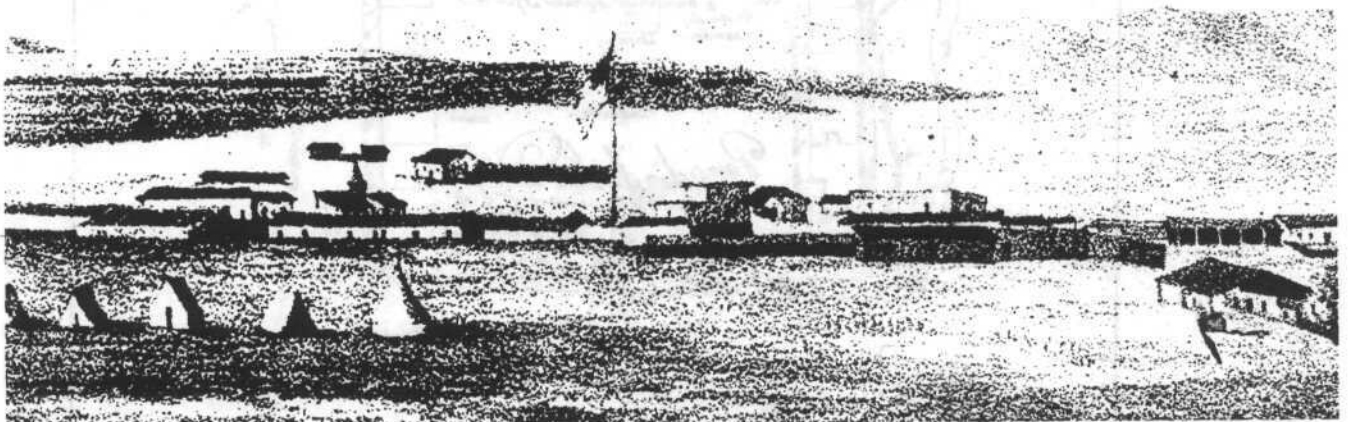


MEXICAN PERIOD - 1821 TO 1846

Following the independence of Mexico from Spain in 1821, development of buildings proceeded within the "pueblo" area approximating the Old Town San Diego of today. Activities of the 1820's involved continuing efforts to Christianize local Indians with the economic activity based on collecting and shipping beef hides and tallow to Mexico, as well as whaling and seafaring activities on nearby port areas. Old Town San Diego was visited by the famous pathfinder and fur trader, Jedediah Smith and his party in 1827. A year later they were again visited by a similar group known as the "Pattie Party" who created considerable ill-will toward Americans primarily because of their lawless behavior. A diary of William Heath Davis has survived which gives an account of Old Town San Diego indicative of the activities that took place in the 1830's. Davis first visited the area in 1831 and describes it as follows:

"It was quite a lively town. At our house, which was a building of six or eight rooms, we entertained many beautiful Spanish women at dinners and also at dancing parties. The Local Presidio was chosen from a military point of view to protect the citizens of this miniature city from the ferocious and savage Indians of those days. In the town, the inhabitants, soldiers, and citizens numbered between 400 and 500. Quite a large place. There was a great deal of gaiety and refinement here. The people were the elite of this portion of the Department of California. In the garrison were some Mexican and not a few native Spanish soldiers."

While San Diego was officially made a town in 1834, its population did not continue to grow. In fact, by 1840, it numbered only 140 persons.



Old Town lithograph from drawing by J.D. Powell c.1848

#### AMERICAN PERIOD - 1846 TO 1871

The War of 1846 resulted in the acquisition of California by the United States. This acquisition helped fulfill the demands of the doctrine of "Manifest Destiny". Shortly following the war, gold was discovered in the north, bringing hordes of people to California and attracting the attention of the Nation.

The development of "new town", as it was called, on the site of present downtown San Diego began in 1850 when California became a State. The arrival of Alonzo Horton in 1867 and his subsequent investments induced a real estate boom and substantial development of downtown San Diego. City records were moved, with considerable objection, from the Whaley House in Old Town San Diego to the downtown area in 1871. This marked a shift of activity away from Old Town San Diego and was perhaps the major single event that today makes the consideration of development of the State Historic Park possible. If Old Town San Diego had continued to function as the administrative and economic center of the city, very little, if any, physical evidence would remain of Mexican and early American development.



Old Town c.1867 (J. Henfield)

Examples of the historic past of Old Town San Diego can be found today in the historic buildings and sites that do exist. Many of these structures are presently restored or in the process of restoration. It is unfortunate and perhaps tragic, that priceless historic buildings have been lost forever to newer developments. The following is a partial list of historical sites according to the historic period to which they belong, many of these sites have been reconstructed, and are being preserved as part of the Historical Presidio Park and the State Historic Park.



SPANISH PERIOD - 1542 TO 1821

1 San Diego Presidio Site

2 Casa de **Carrillo**

MEXICAN PERIOD - 1821 TO 1846

3 Casa de **Estudillo**

4 Fort Stockton Site

5 Casa de Lopez

6 Plaza (Washington Square)

7 Casa de Pedrorena

8 Casa de **Machado de Silvas**

9 Casa de **Bandini**

10 Casa de Machado Stewart

11 Casa de Pico

12 Adobe **Chapel** of the Immaculate Conception

13 Old Spanish Cemetery

- Casa de Light and Freeman

- Casa de **Wrightington**

AMERICAN PERIOD - 1846 TO 1871

14 Mason Street **School**

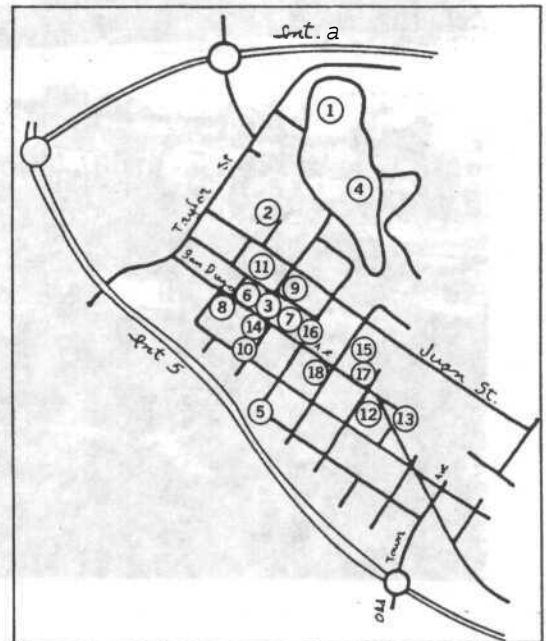
15 Derby Pendleton House

16 Casa de **Altamirano**

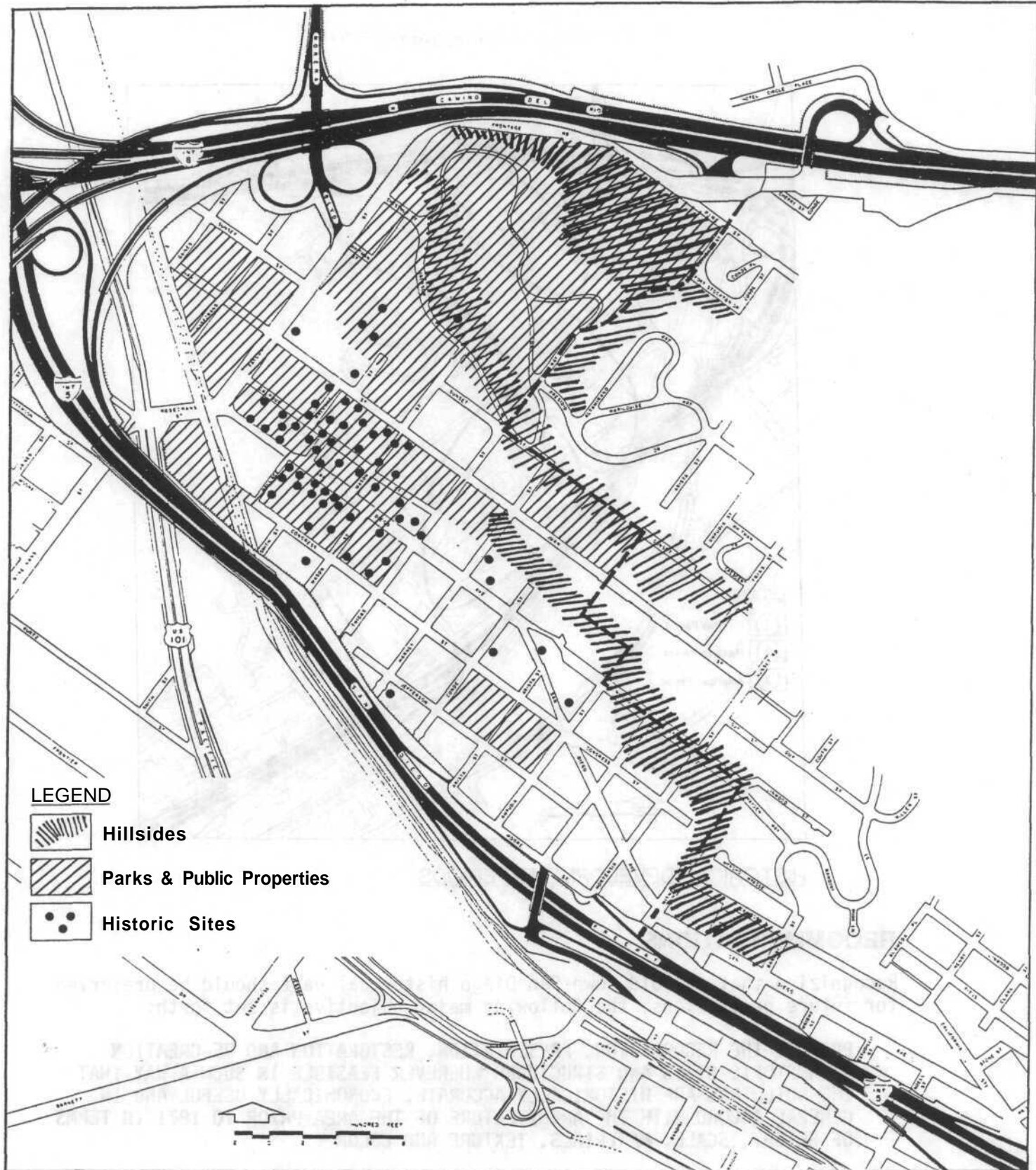
17 **Whaley** House

18 **Gatewood** House

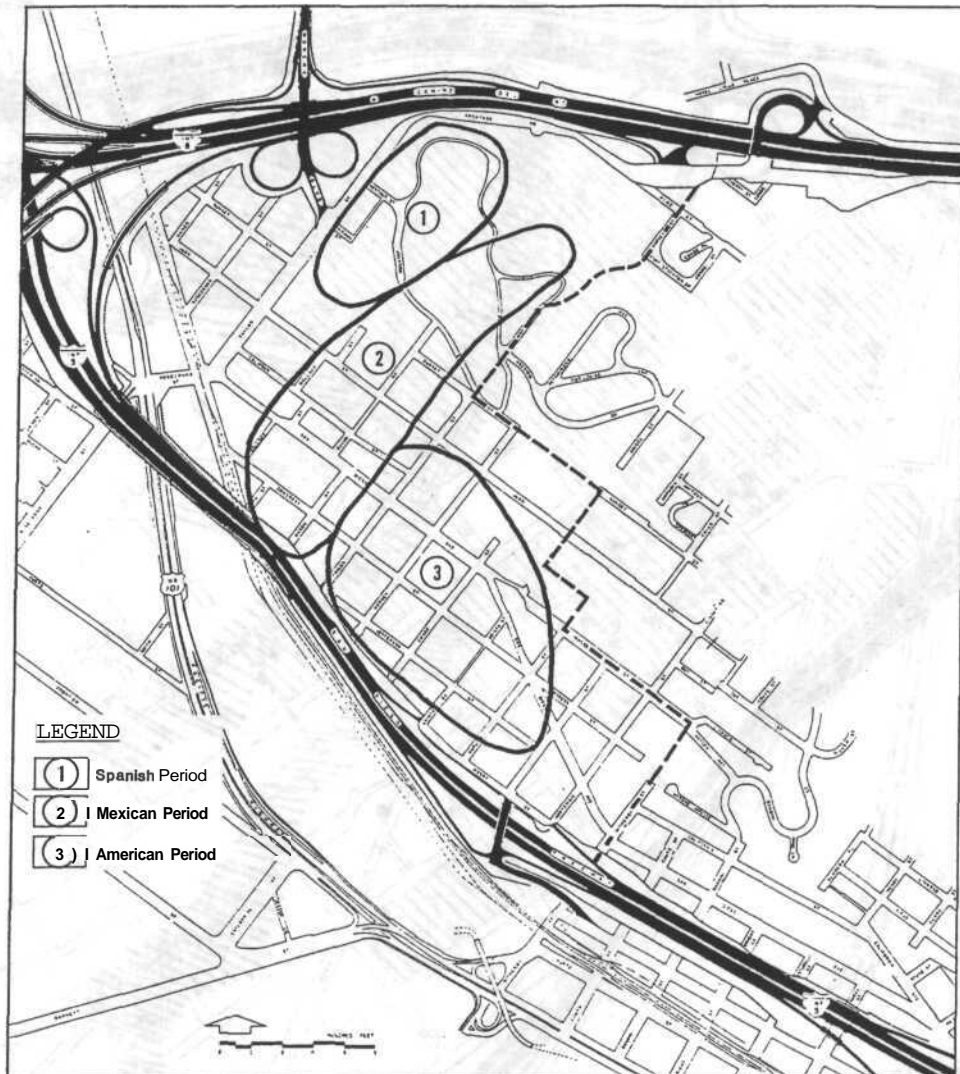
- Casa de Rodriguez



With this background the following Community Plan provides overall guidance for the future of Old Town San Diego in a manner that integrates the physical development elements of land use, **circulation** and public **facilities** with a community **environment** which strives to **capitalize** on the economic and **cultural** value of this historic center of **California**.



## INVENTORY OF HISTORICAL DEVELOPMENT



## **HISTORICAL DEVELOPMENT PERIODS**

## **RECOMMENDATIONS**

Recognizing that the Old Town San Diego historical past should be preserved for future generations, the following major objective is set forth:

**PROMOTE THE RECOGNITION, PRESERVATION, RESTORATION AND RE-CREATION OF HISTORIC SITES AND STRUCTURES WHEREVER FEASIBLE IN SUCH A WAY THAT THE BUILDINGS ARE HISTORICALLY ACCURATE, ECONOMICALLY USEFUL AND IN GENERAL ACCORD WITH THE ARCHITECTURE OF THE AREA PRIOR TO 1871 IN TERMS OF HEIGHT, SCALE, MATERIALS, TEXTURE AND COLOR.**

**ENCOURAGE THE DEVELOPMENT OF AN HISTORIC CORE IN THE IMMEDIATE VICINITY OF THE OLD TOWN SAN DIEGO PLAZA THAT STRONGLY REFLECTS THE CHARACTER OF THE TOWN FROM ITS FOUNDING TO 1871.**

ENCOURAGE THE DEVELOPMENT OF AN HISTORIC CORE IN THE IMMEDIATE VICINITY OF THE OLD TOWN SAN DIEGO PLAZA THAT STRONGLY REFLECTS THE CHARACTER OF THE TOWN FROM ITS FOUNDING TO 1871.

To accomplish these objectives, the following proposals are made:

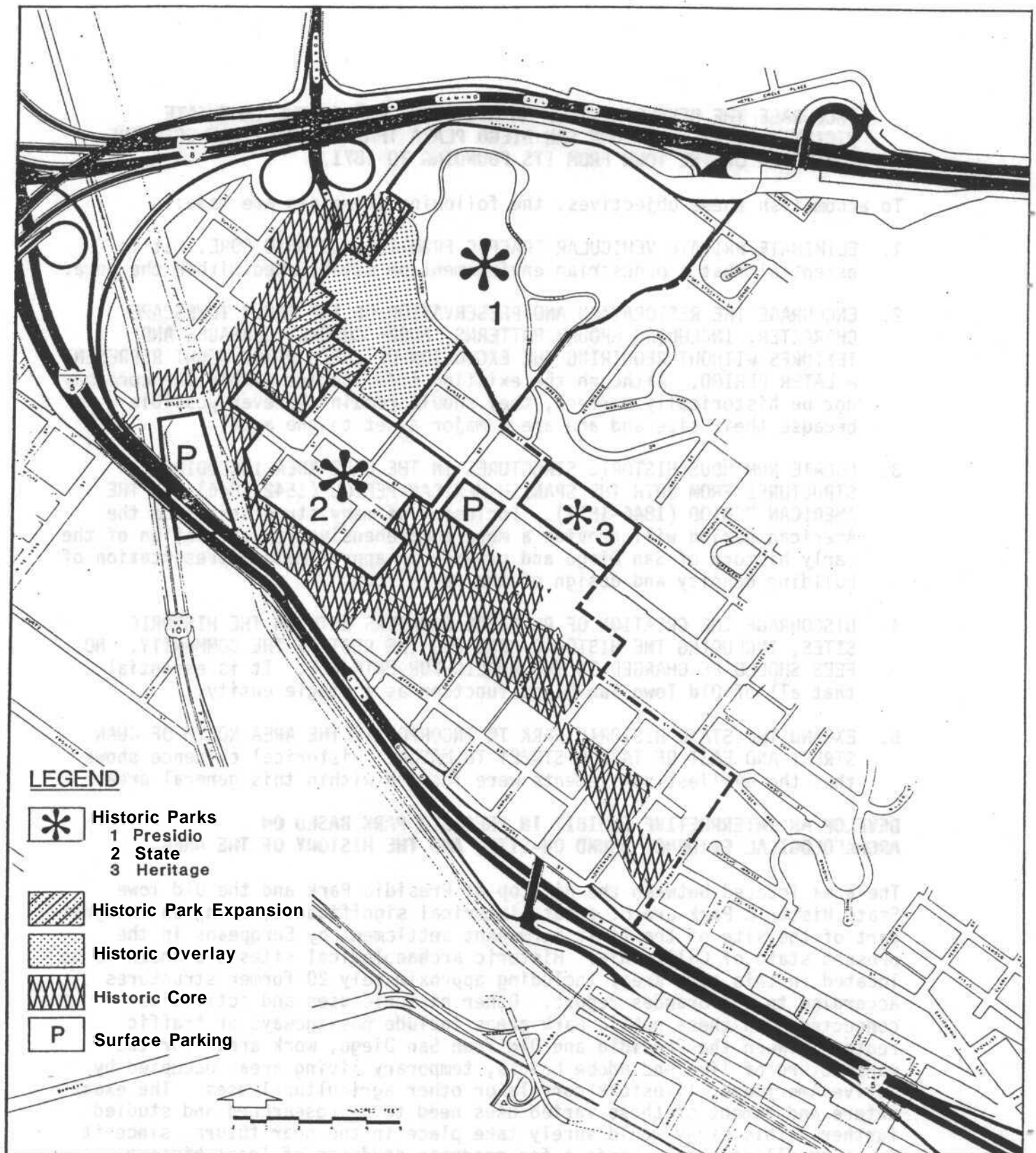
1. ELIMINATE PRIVATE VEHICULAR TRAFFIC FROM THE HISTORIC CORE. It is essential that a pedestrian environment be established within the core.
2. ENCOURAGE THE RESTORATION AND PRESERVATION OF THE EARLY TOWNSCAPE CHARACTER, INCLUDING GROUND PATTERNS, ADOBE COLORED SURFACES AND TEXTURES WITHOUT REQUIRING THE EXCLUSION OF TREES WHICH MIGHT REPRESENT A LATER PERIOD. Although the existing tree species within the core may not be historically correct, they should remain wherever possible because their size and age are a major asset to the area.
3. LOCATE NUMEROUS HISTORIC STRUCTURES IN THE CORE AREA INCLUDING STRUCTURES FROM BOTH THE SPANISH-MEXICAN PERIOD (1542-1846) AND THE AMERICAN PERIOD (1846-1871). Inclusion of many structures from the American period will provide a more comprehensive representation of the early history of San Diego and provide an approximate representation of building density and design of the early town.
4. DISCOURAGE THE CREATION OF PHYSICAL BARRIERS BETWEEN THE HISTORIC SITES, INCLUDING THE HISTORIC CORE AND THE REST OF THE COMMUNITY. NO FEES SHOULD BE CHARGED TO THE PUBLIC FOR ENTRANCE. It is essential that all of Old Town San Diego function as a single entity.
5. EXPAND THE STATE HISTORIC PARK TO INCORPORATE THE AREA NORTH OF JUAN STREET AND EAST OF TAYLOR STREET TO MASON. Historical evidence shows that the earliest settlements were located within this general area.

DEVELOP AN INTERPRETIVE EXHIBIT IN PRESIDIO PARK BASED ON ARCHAEOLOGICAL EVIDENCE FOUND ON-SITE, AND THE HISTORY OF THE AREA.

The area located between the hilltop at Presidio Park and the Old Town State Historic Park are of great historical significance, being an integral part of the site of the first permanent settlement by Europeans in the present state of California. Historic archaeological sites are known to be located in this park area, including approximately 20 former structures according to the Brandes report. Other historic uses and activities connected with these public park areas include passageways or traffic routes between the Presidio and Old Town San Diego, work areas for the manufacture of lime and adobe bricks, temporary living areas occupied by Native Americans, livestock corrals or other agricultural uses. The exact nature and extent of these varied uses need to be researched and studied further. This study would surely take place in the near future, since it is an excellent thesis project for graduate students of local history.

Clearly, the retention of these open space park lands by the City of San Diego is highly desirable. The most appropriate use for these park lands is as a historic park providing appropriate historic interpretive exhibits.





## HISTORICAL ELEMENT-RECOMMENDATIONS

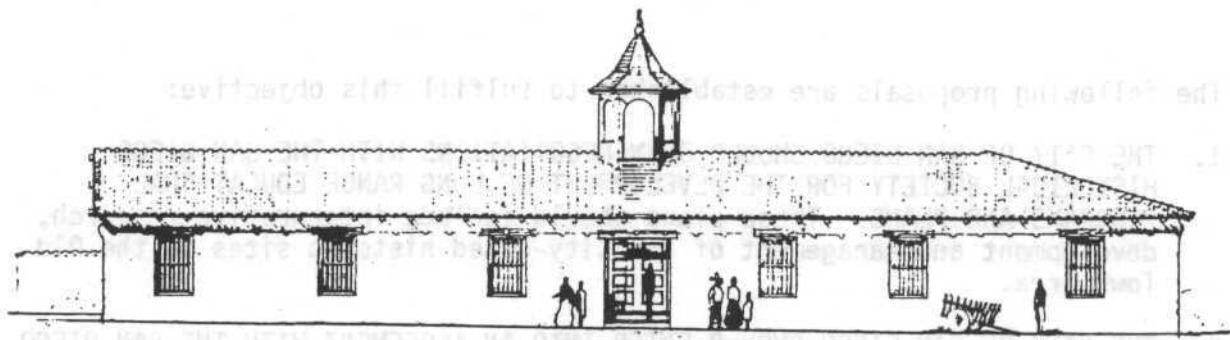
The following proposals are established to fulfill this objective:

1. THE CITY OF SAN DIEGO SHOULD OPEN NEGOTIATIONS WITH THE SAN DIEGO HISTORICAL SOCIETY FOR THE DEVELOPMENT OF LONG RANGE EDUCATIONAL PROGRAMS AND PLANS. These plans should **include** interpretive research, development and management of the City-owned historic sites in the Old Town area.
2. THE CITY OF SAN DIEGO SHOULD ENTER INTO AN AGREEMENT WITH THE SAN DIEGO HISTORICAL SOCIETY TO CONDUCT INTERPRETIVE PROGRAMS for school classes and the public at large on historic sites in the Presidio area and the Serra museum.
3. THE TALL SHRUBS AND HEAVY SCREEN PLANTING WHICH ARE LOCATED ON THE SLOPE ABOVE THE GOLF COURSE SHOULD BE THINNED to **reestablish** a clear **visual link** between Old Town San Diego and the Presidio in conjunction with the Park and Recreation Master **Plan** described in #2 and #3.

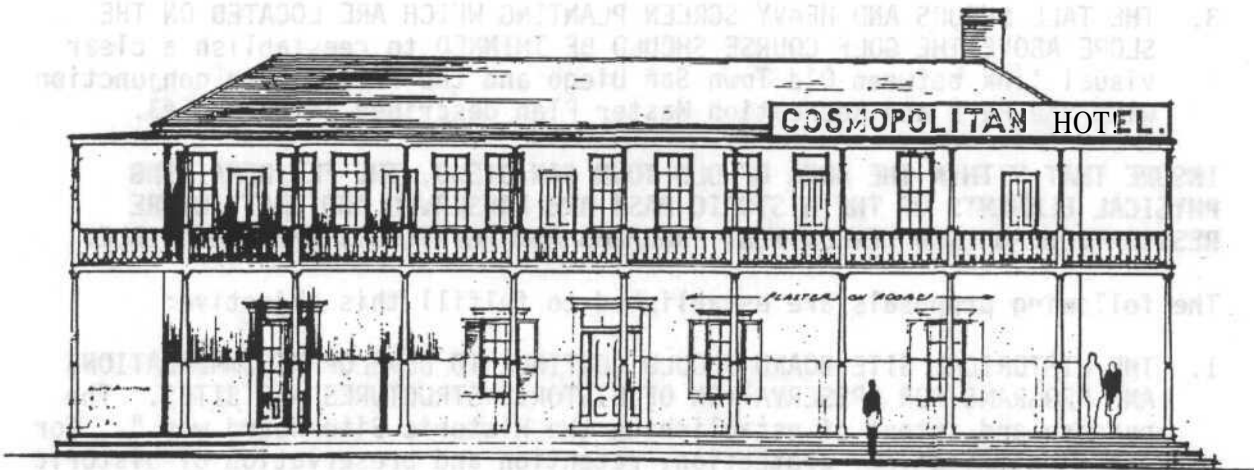
**INSURE THAT WITHIN THE AREA OF OLD TOWN SAN DIEGO, THE FEW REMAINING PHYSICAL ELEMENTS OF THE HISTORIC PAST ARE PRESERVED AND THAT FUTURE RESTORATION AND NEW DEVELOPMENT PROGRAMS AND ACTIVITIES ARE COMPATIBLE.**

The following proposals are established to fulfill this objective:

1. THE HISTORICAL SITE BOARD SHOULD CONTINUE TO DEVELOP RECOMMENDATIONS AND PROGRAMS FOR PRESERVATION OF HISTORIC STRUCTURES AND SITES. The purpose and intent of establishing the Historic Site Board was "...for the identification, protection, retention and preservation of historic sites in The City of San Diego." It, therefore, appears appropriate that the Board continue to pursue its current efforts to insure the identification of **historical** sites.
2. OLD TOWN SAN DIEGO SHOULD BE DEVELOPED AS A LIVING, VIABLE VILLAGE COMMUNITY RATHER THAN AS A MUSEUM PIECE. The **Old Town San Diego** community should serve as a setting for the many activities and functions appropriate to **development** objectives and the unique **environmental qualities** of the area.



CASA DE ESTUDILLO



ARCHITECTURAL CONTROL SHOULD BE PROVIDED TO INSURE THAT ALL DEVELOPMENT IS COMPATIBLE WITH OBJECTIVES TO RECREATE THE HISTORICAL ATMOSPHERE OF THE AREA.

The Old Town San Diego Planned District includes an area where several fine architectural examples of the pre-1871 San Diego exist. These sites must be preserved and new development must preserve the scale and quality of this historic settlement. The architectural character of the Old Town San Diego Planned District has departed from this original intent. The most obvious failure to maintain the historic architectural character has been in the design, height, and bulk of new structures. Clear and definite limits to height, size and bulk and architectural "period" design of new structures must be established. This plan also recommends that development intensity levels range from 0.6 to 1.0 FAR in order to maintain historical consistency.

1. AN ARCHAEOLOGICAL STUDY REQUIREMENT SHOULD BE APPLIED TO ALL DEVELOPMENT PROJECTS IN OLD TOWN WHICH DISTURB THE GROUND.
2. LIMITS TO HEIGHT, SIZE, AND BULK OF NEW STRUCTURES SHOULD BE NO GREATER THAN THE HISTORIC PRECEDENT OF BUILDINGS WITHIN THE DISTRICT.
3. THE MAXIMUM ENCLOSED SPACE FOR ONE-STORY BUILDINGS SHOULD BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, THE ESTUDILLO HOUSE, WHICH WAS APPROXIMATELY 5,700 SQUARE FEET.
4. THE MAXIMUM ENCLOSED SPACE OF TWO-STORY BUILDINGS BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, THE COSMOPOLITAN HOTEL, CASA DE BANDINI, WHICH WAS APPROXIMATELY 6,500 SQUARE FEET.
5. THE MAXIMUM ENCLOSED SPACE OF THREE-STORY BUILDINGS SHOULD BE BASED ON THE LARGEST SUCH HISTORIC STRUCTURE, WHICH WAS THE FRANKLIN HOUSE, OF APPROXIMATELY 9,000 SQUARE FEET.
6. AN HISTORIC OVERLAY ZONE SHOULD BE ADOPTED WHICH REQUIRES, ON KNOWN HISTORIC BUILDING SITES, PARTIAL OR COMPLETE RECONSTRUCTION. Including the requirement that preservation of archaeological sites shall be viewed by the public, and preserved as part of the project.
7. ALL BUILDING CONTROLS SHOULD BE STRICTLY ENFORCED EXCEPT WHERE THEIR APPLICATION IS IN CONFLICT WITH RESTORING OR RECREATING HISTORIC STRUCTURES. Recognizing that different construction techniques were utilized prior to 1871, modifications in the application of building regulations should be considered in the authentic restoration of . . . recognized historical structures so long as no health or safety problem results..
8. CLEARLY DEFINED HISTORICAL-ARCHITECTURAL GUIDELINES SHOULD BE ESTABLISHED. More specific and detailed architectural guidelines should be established. A Consultant contract should be awarded to

prepare permanent guidelines that provide a **clear** definition of the three basic architectural styles (Spanish, Mexican, American) and avoid hybrid unrealistic **interpretations**. These guidelines **will** be incorporated into the Old Town San Diego "Standards and Criteria" document, upon approval by the City **Planning** Commission and City **Council**.

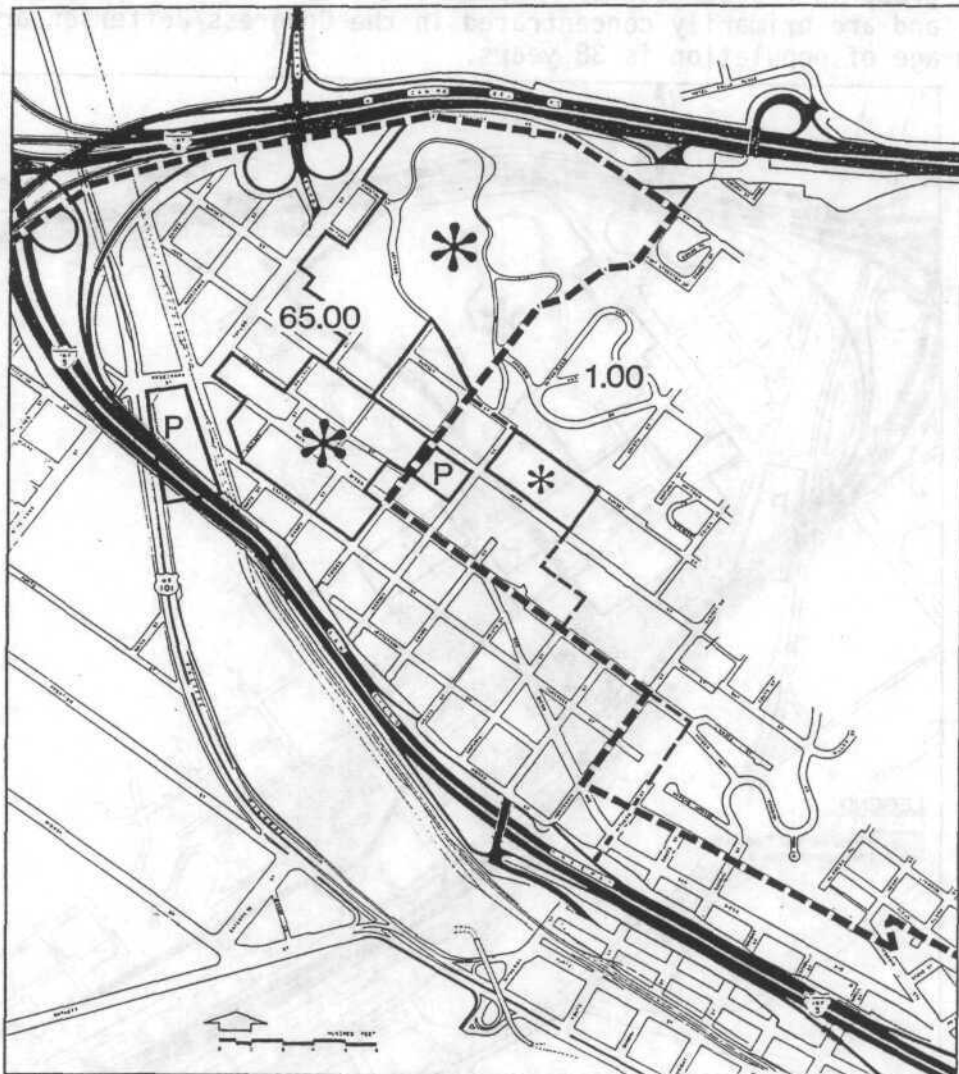




# SOCIO-ECONOMIC ELEMENT

## BACKGROUND

A general assessment and overview was prepared on the community's socio-economic environment. Based on 1980 and 1984 updated census information, two census tracts **overlay** the community. Census tract 1.0 (Juan Street) covers the area **generally** along Juan Street and the adjacent to the Mission Hills area. Census tract 65.0 (Congress/Jefferson) covers the remainder of the Old Town San Diego community **planning** area, and extends to Midway and south along Pacific Highway to Washington Street. The socio-economic trends were assessed by extrapolating the total figures as these **apply** to the community.



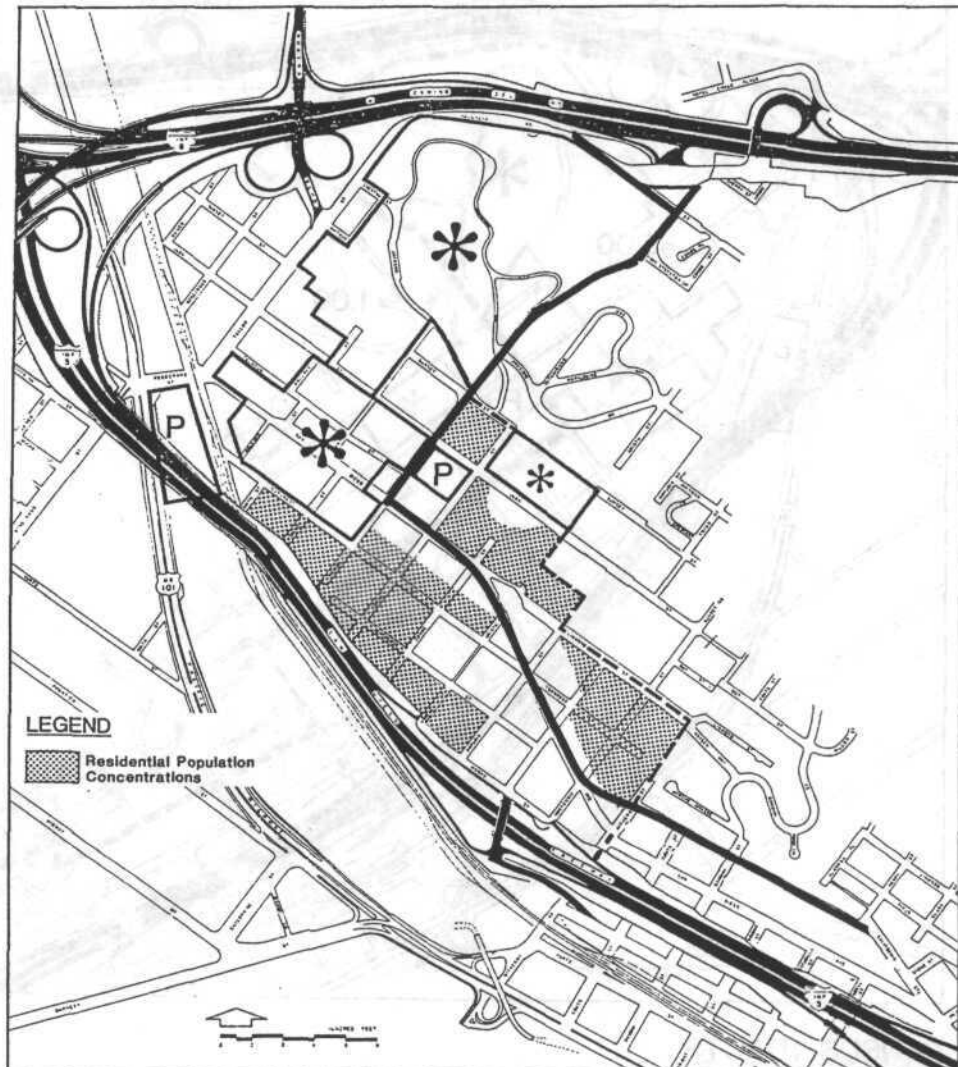
CENSUS TRACTS



## POPULATION

As of 1984, the **residential** population of Old Town San Diego was 1,461 people. The highest number (1,242 people) or 85 percent of the **total**, reside in Census Tract 65.0 primarily along Congress and Jefferson Streets. An additional 788 people, or 15 percent of the **total**, reside **along** the Juan Street Corridor. Family sizes vary between 2.65 people per unit in Tract 1.0 (Juan Street Corridor) to 1.75 people per unit in the Congress/Jefferson area (Tract 65.0). These figures **reflect** the family ambiance along Juan Street, as contrasted with the single **individual** settlements along Congress and Juan Streets.

The population is evenly distributed between males and females, with the majority of the population being white, the highest and **only** minority ethnic group is represented by **Hispanics** which make up 25 percent of the **total**, and are primarily concentrated in the Congress/Jefferson area. Median age of population is 38 years.



**RESIDENTIAL POPULATION**

## EDUCATION

Educational **levels** are **generally** high throughout the community. The highest population percentages are in the **kindergarten/elementary** school levels, with college age enrollment being a close second, and high school **educational levels** a third.

Interestingly the very **young/children population** is highest in the Congress/Jefferson street areas. This is primarily due to the larger total population residing in this area.

## LABOR FORCE

Out of the total working age **population**, unemployment is a very low, four percent. The type of industry most represented is the retail industry, followed by business and **manufacturing**, financing and insurance, health services, and professional services. Occupations most represented are service types, followed by administrative support, professional specialty, **executives**, and retirees.

The predominant place of work is the central city area, **followed** by the **general** community area. This is also **reflected** by the predominant **travel** time to work which is 10 to 20 minutes, and the fact that a **relatively** high number of **people** walk to work (ten percent) or work at home (six percent).

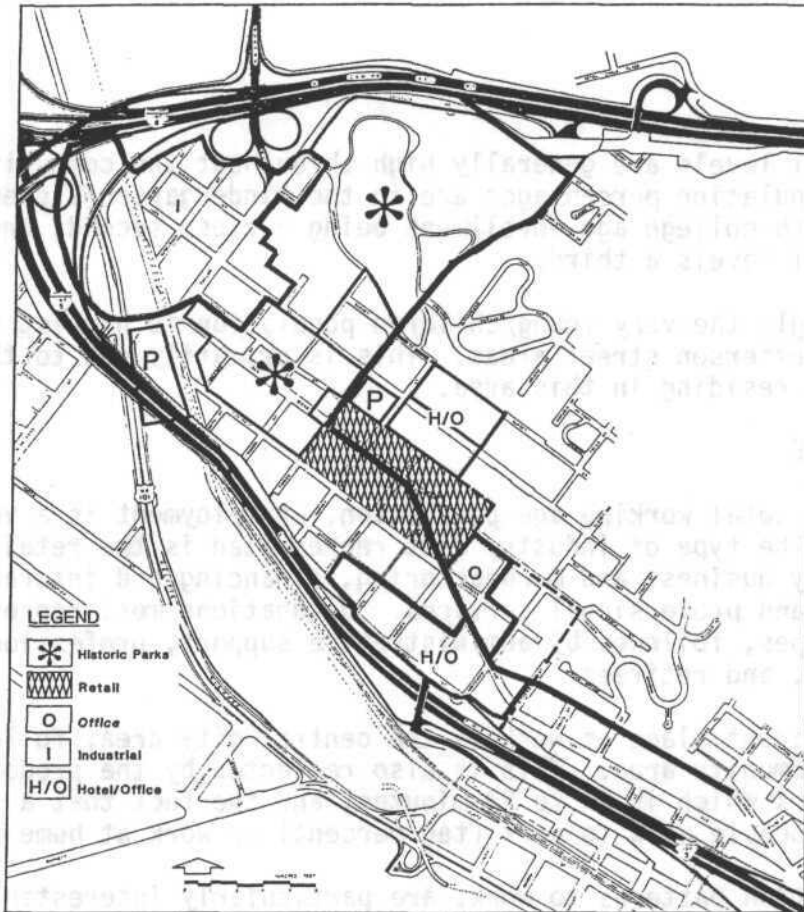
Transportation patterns to work, are **particularly** interesting. Fifty-nine percent of the work force drives to work with 15 percent **carpooling**, ten percent using **public** transportation, ten percent **walking**, and six percent working at home. These pattern reflect an **unusually** high model **split** for residents in the community.

Of the people that work but do not live in the community, the highest percentage is represented by **Caltrans employees** who drive to work, and the service **retail** industry employees probably using public transit, at a higher percentage than is the norm.

Tract 65.0 has primarily one car ownership for each **residential** unit, and a substantial number of no car ownership.

## INCOME

Median income, based on the 1980 census in Tract 1.0 (Juan **Street**), is relatively high at \$30,000 per year, while the income in Tract 65.0 (Congress/Jefferson) is \$9,700 per year. Tract 65.0 also has the higher **levels** of public assistance (five **percent**), and social security (ten percent) income. Twelve percent of the total **labor** force earns at below the poverty **level** and is a young population of less than 55 years of age.



#### LABOR FORCE/EMPLOYMENT AREA

##### BUSINESS DEVELOPMENT

A market study was prepared by Zephyr Associates; the findings of that study set the stage for the community's business development climate.

Office employment within a five-minute drive of Old Town San Diego has approximately 14,500 people. Perspective patrons who penetrate the Old Town San Diego area total 6.48 million people per year.

Visitor statistics show a total attendance of 4,400,000 people, of which 125,000 people paid fees to enter different exhibits within the State Park.

The existing office market includes 158 office type businesses with a total of 484,000 square feet. Leases range from \$0.75 to \$1.65 per square foot per month plus utilities. For new projects, the rental range is \$1.35 to \$1.65 per square foot per month. The past four years have seen an upsurge of office development in Old Town San Diego with 289,000 square feet developed. The overall present vacancy rate is 17 to 19 percent, which is somewhat less than the downtown vacancy rate of 22 percent.

Old Town San Diego has been gaining a reputation as a more exclusive business environment. The proximity to other commercial activities including the State Park, historical areas, and restaurants is considered important by image conscious office tenants.

An existing **potential** of economic growth exists for the **development** and operation of **hotel establishments** in the Old Town San Diego area. Several major **hotels** of 100+ rooms have been built and more are in the building permit stages at this time. The Old Town San Diego market area presently reflects a market segmentation as follows: commercial travelers, 53 percent; group meetings, six percent; tourists and others, 41 percent. A **total** projected market demand of 716 rooms is **generally** being reached by the development of the hotel projects on line.

Various Old Town San Diego **elements** play an important role in supporting retail **facilities**. The office employment provides upwards of \$6.7 **million** of discretionary income. Old Town San Diego could capture between \$2 to \$3 **million** of that income. Residential communities within and around Old Town dispose of \$31.7 million in total discretionary income. Of that, \$12.68 million could be spent in Old Town San Diego. Finally, the visitor provides a \$32 million expenditure potential. The total opportunity retail demand based on office, residential, and visitor population that could be captured by Old Town, adds up to \$46.68 **million**. The types of retailing demand **include** goods and services and eating/drinking.

The conclusion of the business/market study is that the unique setting of Old Town San Diego with a quality and diversified continuation of uses and with a strong and intensified management plan can compete effectively in the San Diego **specialty** market.

#### HOUSING

Most residents are **newly** arrived since 1975, and the condition of structures are rated as good throughout.

Age of the residential units is also different in Tracts 1.0 and 65.0. Tract 1.0 has most of its residential units built prior to 1939, **while** Tract 65.0 has most of its residential units built in 1975 (20 percent), 1939 (19 **percent**), 1950 (19 **percent**), 1940 (13 **percent**), and 1960 (13 **percent**). This reflects a greater **redevelopment** and **development** **activity** occurring in Tract 65.0.

The housing values from the 1980 census information are also markedly different between census tracts. Tract 1.0 has a median housing value of \$167,600, while Tract 65.0 has a median **value** of \$88,800. Owner occupancy is also markedly different in Tract 1.0 (86 percent) to Tract 65.0 (23 **percent**). The median rent in Tract 1.0 is \$364 per month, while in Tract 65.0 it is \$192 per month. These figures **should** be considered for their relative **value** since the actual values are now more than double the 1980 data.

The character of the housing units also varies from census tracts. Tract 1.0 has 90.4 percent of its housing stock in single-family units, while Tract 65.0 has five or more units in 45 percent of its stock. The automobile ownership is also **strikingly** different, with Tract 1.0 having most units with two and three car ownership.

## RECOMMENDATIONS

### POPULATION

PROVIDE SERVICES AND SUPPORT FACILITIES TO SATISFY THE NEEDS OF A GROWING RESIDENTIAL AND BUSINESS POPULATION. Assure that all projected improvements are in place and synchronized with the projected population demands. A 90 percent increase in population is projected with the development of 800 additional units and 1,350 people, expanding the present **population** from 1,400 to 2,800 people. This growth will place greater demands on schools, and community services.

PROVIDE DEVELOPMENT OPPORTUNITIES TO ASSURE THE DEVELOPMENT OF A BALANCED COMMUNITY. Development should accommodate a variety of housing types and sizes, from **single-family** to **multi-family development**. Development bonuses should be provided for the development of low and moderate income housing. A 25 percent density bonus, beyond the maximum density **allowed**, and within the height and bulk restrictions of the Planned District Ordinance **should** be encouraged.

### EDUCATION

EDUCATIONAL OPPORTUNITIES SHOULD BE MAINTAINED AND ENHANCED WITHIN THE COMMUNITY. Existing government-owned properties dedicated to educational activities **should** be maintained and expanded. Multiple purpose and **multiple** level educational facilities should be **developed** and encouraged. The **opportunities** for providing kindergarten through higher education opportunities within a single site, such as the elementary school site, should not be overlooked as a potential way of making more efficient use of this site.

EDUCATIONAL OPPORTUNITIES FURTHERING THE HISTORICAL SIGNIFICANCE OF OLD TOWN SAN DIEGO SHOULD BE PURSUED. The special educational program presently ongoing at the Fremont Elementary **School** should be maintained and expanded. Programs sponsored by the Unified School District or any other **educational** or cultural agency, and coordinated with **local** universities or and **cultural/historical** associations should be pursued. An expanded educational **cultural** program should be **established** at the existing school site.

AN EDUCATIONAL/CULTURAL PROGRAM SHOULD BE ESTABLISHED IN OLD TOWN SAN DIEGO IN CONJUNCTION WITH THE HISTORICAL **SOCIETY'S** SERRA MUSEUM. A program that concentrates its scope on local history both pre- and post-Hispanic should be instituted and based in Old Town San Diego "where California began."



## ECONOMIC DEVELOPMENT

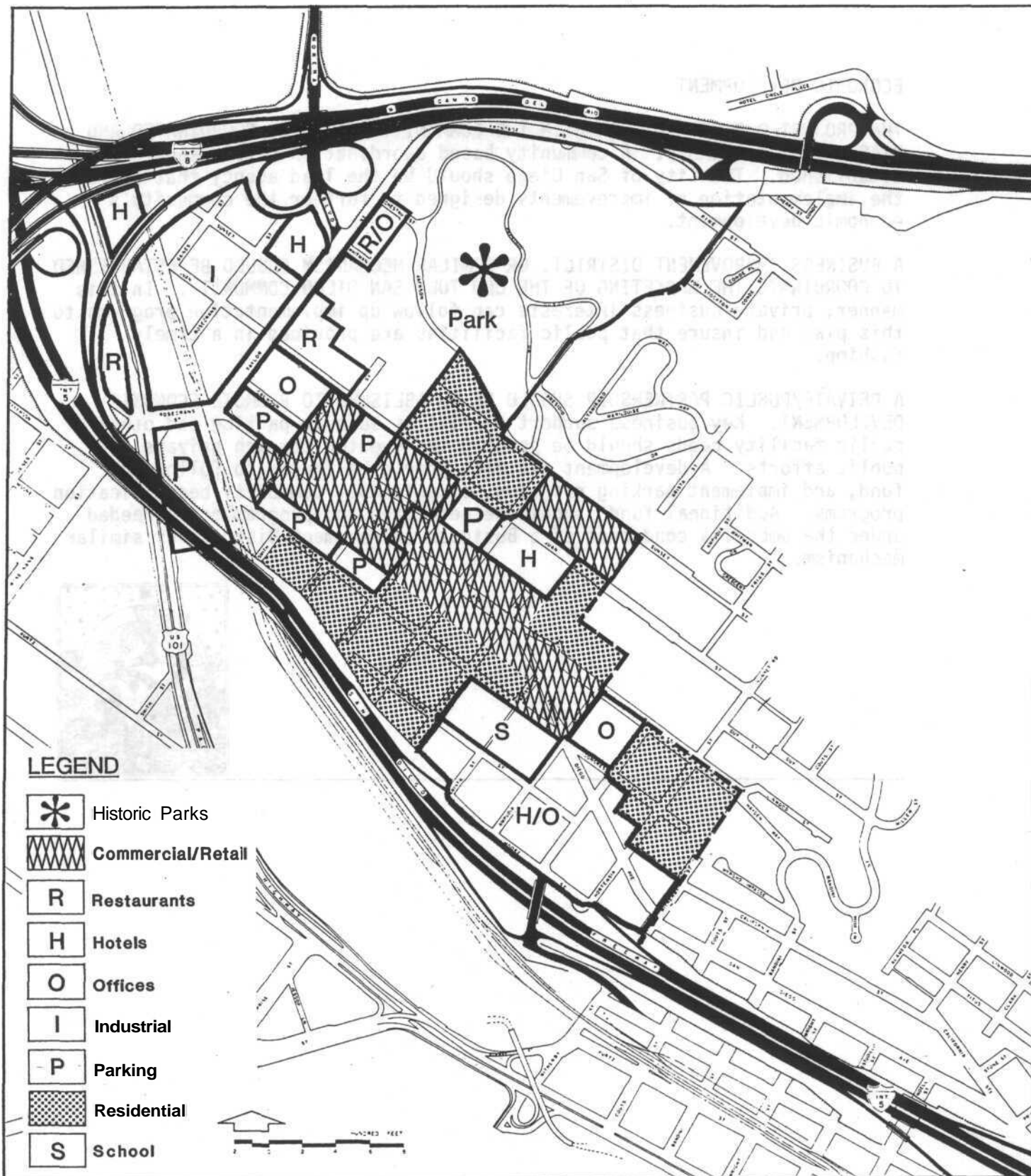
THE PROJECTED ECONOMIC GROWTH IN THE COMMUNITY SHOULD BE COORDINATED AND PHASED TO AVOID WASTE. A community based coordination effort **should** be established. The City of San Diego **should** be the lead agency that spurs the **implementation** of improvements designed to further the **community's** economic development.

A BUSINESS IMPROVEMENT DISTRICT, OR SIMILAR MECHANISM SHOULD BE ESTABLISHED TO COORDINATE THE MARKETING OF THE OLD TOWN SAN DIEGO COMMUNITY. In this manner, private business interests can **follow** up implementation programs to this plan and insure that public facilities are provided in a timely fashion.

A PRIVATE/PUBLIC PARTNERSHIP SHOULD BE ESTABLISHED TO PROMOTE ECONOMIC DEVELOPMENT. Key business support **facilities** such as parking and other public facility needs should be **jointly implemented** through private and public efforts. A development district should be formed to **follow** up, fund, and implement parking **programs**, streetscape, community **beautification** programs. Additional funds should be generated and programmed as needed under the umbrella condition of a Business Improvement District or **similar** mechanism.







## LAND USE ELEMENT

### BACKGROUND

Existing land use in Old Town San Diego is characterized by a mixture of **single-family** homes, duplexes, apartment and retail, office, **hotel**, and restaurant commercial activities. Commercial uses, for the most part, are oriented to serve either the visitor, the Old Town San Diego resident or the **traveler/commuter** along Taylor Street. Since the adoption of the 1968 Community Plan, San Diego Avenue has been closed at the State Park, and uses **along** the avenue which used to cater to **thru-traffic** are now catering to the visitor instead. The remaining vacant land is primarily **located** on the steep hillsides at the easterly edge of the planning area and in the western area in the form of parking lots and yard maintenance areas. It is important to note that more than one-half of the 230 acres within the planning area is developed with public and **semipublic** uses, including Presidio Park, the State Division of Highways District Office and Maintenance Yard, the State Historic Park, County Heritage Park, Fremont Elementary **School** and numerous city streets. As a **result** of the **area's** historical significance and visitor-oriented activities, the necessity for updating the 1968 long-range land use proposals for the **approximately** 100 acres in private ownership and **similar** acreage in public ownership is **vital**.

On the uplands to the east, steep topography physically separates the Mission Hills residential area from Old Town San Diego. The **hillsides** within the Old Town San Diego Planning Area are being developed **residentially** and with a major **hotel**. Interstate 5 and 8 freeways also separate the community from mixed commercial and industrial **development** to the west and Mission Bay, the San Diego River floodplain, and commercial recreation areas to the north. The southerly portion of the community merges with residential and **commercial** areas extending along San Diego Avenue to the south. **Commercial development** is **primarily** of a **retail-visitor** serving nature along the San Diego Avenue corridor, including **several** various-sized restaurants. Other commercial **development** along the Old San Diego Avenue corridor (Congress, Jefferson) has been **primarily** office. Recent development trends in this area show a strong market for hotel development. Housing **still** remains along the Jefferson/Congress Street corridor. These are primarily older **single-family** bungalow type of units. Newer residential **development** is characterized by apartments and condominiums in the area east of San Diego Avenue.

The residential **population** of Old Town San Diego has steadily **declined** since 1950. This decline can be attributed to several factors. Among these has been a decrease in family size fairly **typical** of city-wide trends, the removal of many war housing structures in the mid '50's and a **general** trend in conversion of **bungalow** structures or vacant land from **residential** and trailer parks to **nonresidential** uses. This last factor is

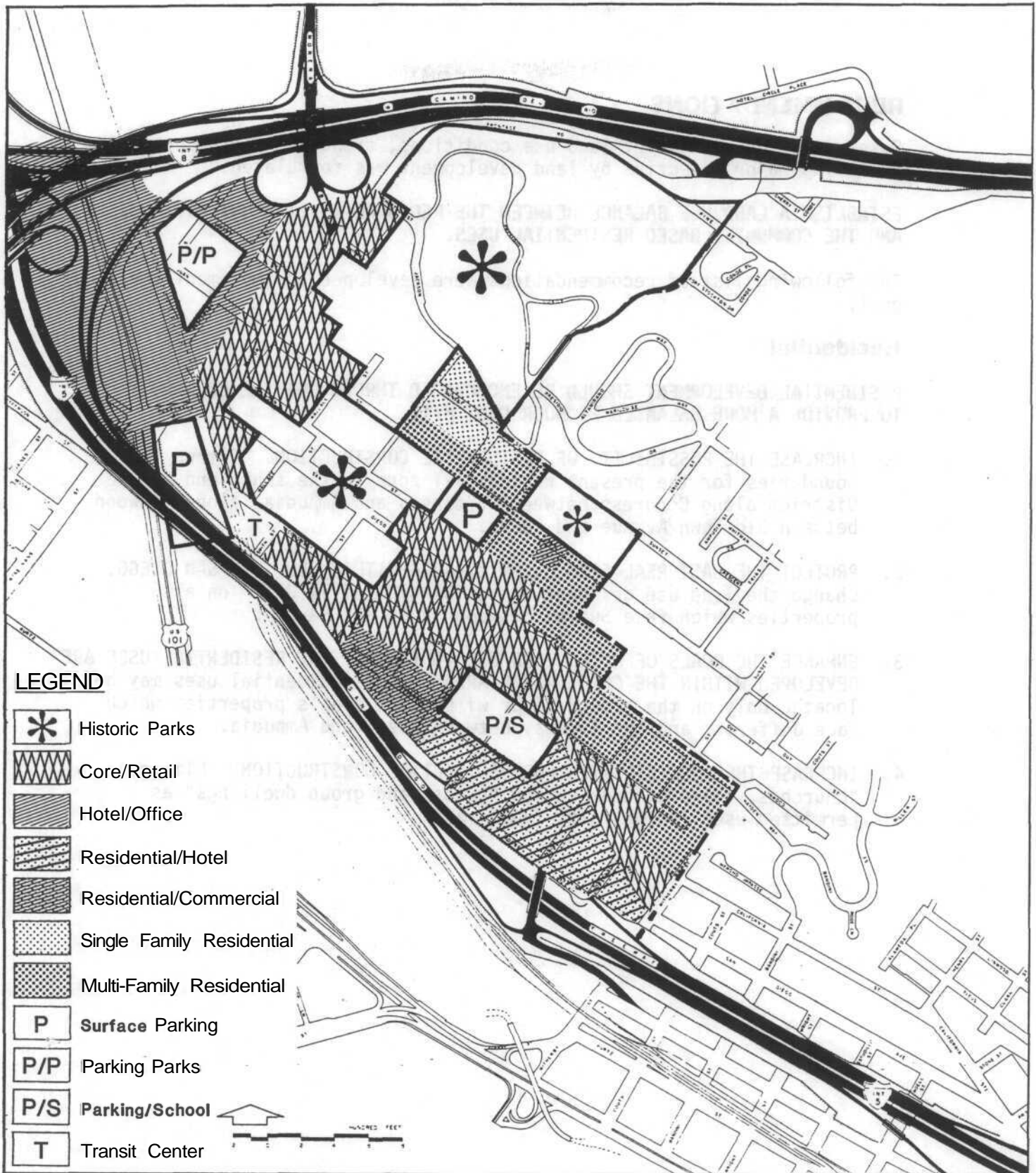
readily reflected in **construction** and demolition records which indicate that building activity has been more than two to one in favor of **nonresidential** building within the last few years. The zoning pattern for the community is primarily commercial with small multi-family residential districts.

The current condition of existing structures based on a **visual** inspection indicates **generally** that both **residential** and nonresidential buildings are sound.

Development opportunities for land use in Old Town San Diego are based on the **development** of an appropriate environment **complimentary** of historic buildings, sites and features. Such **development** is the key generator for economic and land use activities throughout the community. Without question, such **activities** are heavily represented by the sales, service and housing requirements of the visitor industry. The **ultimate** success in capitalizing on the **community's** visitor and **resident** activities depends upon several factors. These include: (1) the Presidio Park historical development and the State Park **quality** of **exhibits**, number and character of buildings, **landscaping**, etc.; (2) the imaginativeness, historical consistency, **quality**, and technique with which private enterprise **develops** areas in the **immediate** vicinity of the State Park and throughout Old Town San Diego; (3) adequacy of access into and out of the area, parking space availability within the area, streetscape ambiance, and directional signs; (4) the time table for the **development** of the Park and neighboring commercial areas; (5) the presence or absence of night activities and entertainment in the area; (6) the extent to which the Old Town San Diego area is promoted by means of **advertising** the publicity, in and **outside** of the county and visitor trends in the country as a whole; and (7) the amount of community-serving commercial uses to provide for the residential needs in the area.

It **should** be recognized that **full development** of historic and visitor-oriented activities will also create a strong demand for other types of development which is **regional** in orientation. The environment created has already exerted a strong pull with regard to professional offices, shops, **institutional** facilities, crafts, and the **like**. Many of these uses are drawn to the area **primarily** by the **historical** ambiance and stimulating environment and would in some cases not **necessarily** depend on visitor industry activities.

An important need still **unfulfilled** is the **development** of an increased demand for residential **accommodations** within the area. On the basis of experience in other cities where **historic elements** are appropriately combined with **tourist-oriented facilities**, it is estimated that a sizable number of persons **would** wish to **live** in Old Town San Diego. This demand, reflected by **multi-family** housing development at moderate densities in keeping with the overall character of the **community**, would be based on the **uniqueness**, **historical** interest and variety of **activities** which could **develop** and which are **fascinating** to many urban **dwellers** who choose historical areas for their residences. MAP



## PLAN LAND USE CONCEPT



## RECOMMENDATIONS

Based on an evaluation of land use conditions, trends, and prospects, the following major objective by land development was formulated.

**ESTABLISH A LAND USE BALANCE BETWEEN THE REGIONAL-VISITOR ORIENTED USES AND THE COMMUNITY BASED RESIDENTIAL USES.**

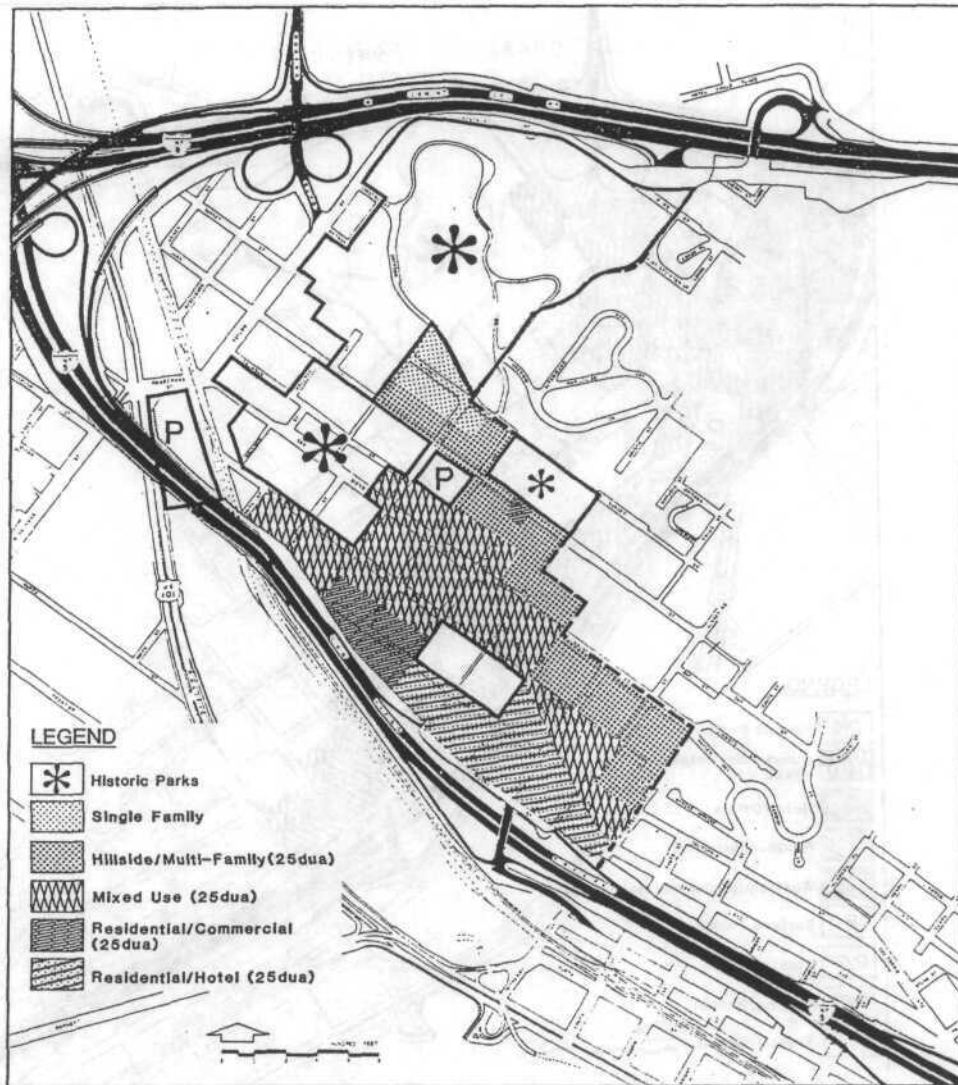
The following list of recommendations were developed to implement the above goal.

### Residential

**RESIDENTIAL DEVELOPMENT SHOULD BE ENCOURAGED THROUGHOUT THE COMMUNITY TO PROVIDE A MORE BALANCED 24 HOUR COMMUNITY.**

1. INCREASE THE POSSIBILITY OF RESIDENTIAL CONSTRUCTION. Extend the boundaries for the present residential zone in the south end of the District along Congress between Hortensia and Ampudia, along Linwood between Old Town Avenue and Conde.
2. PROTECT THE LAST REAL SINGLE-FAMILY AREA WITHIN OLD TOWN SAN DIEGO. Change the land use designation to "Single Family Only" on all properties which face Sunset between Mason and Harney.
3. ENHANCE THE GOALS OF MIXED LAND USE TO INSURE THAT RESIDENTIAL USES ARE DEVELOPED WITHIN THE CORE FRINGE AREAS. Non-residential uses may be located only on the ground floor within the area's properties which face Jefferson and the freeway between Mason and Ampudia.
4. INCREASE THE POSSIBILITIES FOR RESIDENTIAL CONSTRUCTION. Eliminate "churches, boarding and lodging houses, and group dwellings" as permitted uses in the multi-family area.



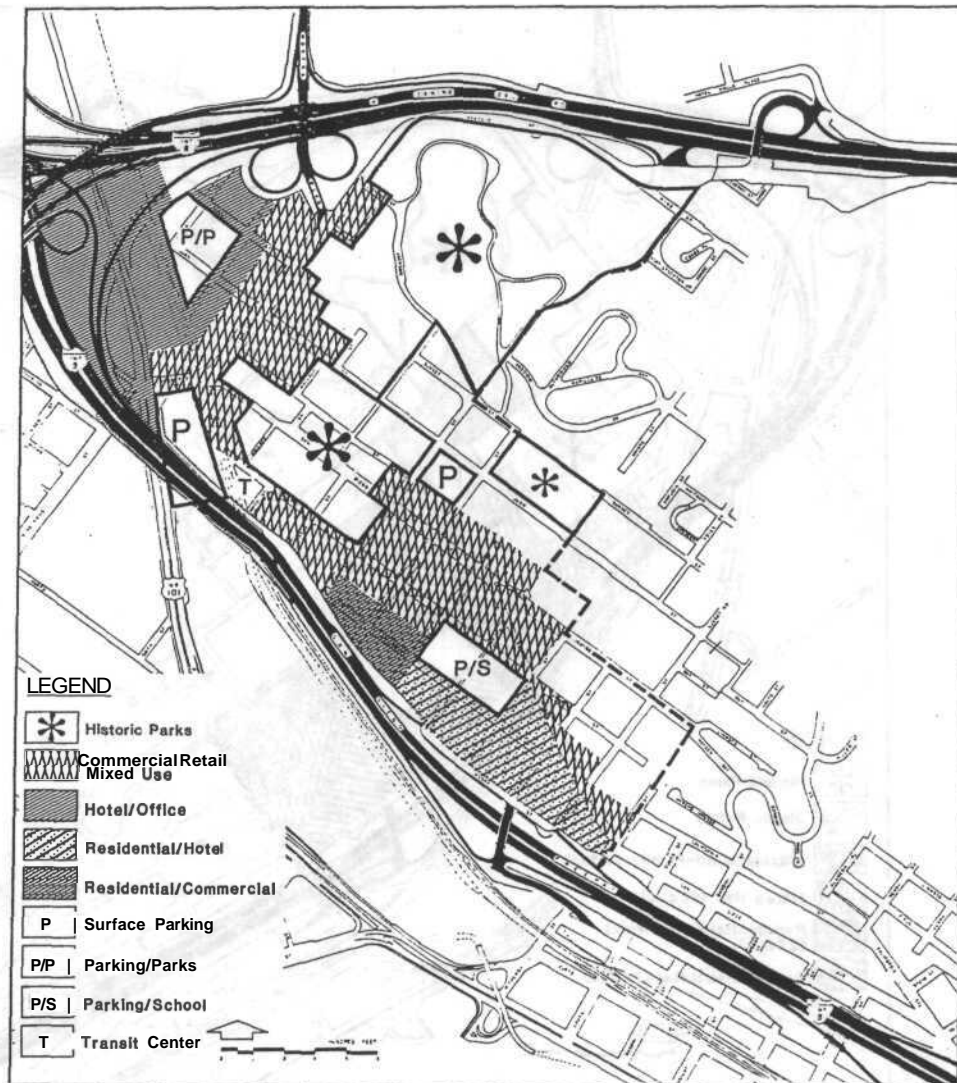


## RESIDENTIAL LAND USE CONCEPT

### Commercial

THE AREA IDENTIFIED AS THE **"CORE"** AROUND THE STATE HISTORIC PARK SHOULD BECOME THE CENTRAL COMMERCIAL/RETAIL AREA OF THE OLD TOWN SAN DIEGO COMMUNITY.

1. INCREASE THE SIZE OF THE HISTORICAL CORE AREA AND PROVIDE A LOGICAL TRANSITION INTO THE "CORE AREA." Change the boundaries of the "core" area to include the area along San Diego Avenue to Ampudia; and the area between Juan, the railroad, the State Park and the Taylor street facing lots.
2. INCREASE THE POSSIBILITY OF MORE RETAIL IN THE "CORE" AND DEVELOP A COMPREHENSIVE PARKING SOLUTION FOR VISITOR PARKING IN THE COMMUNITY. Modify planned district regulations within the "core," thereby prohibiting or reducing any parking requirements within this area. All parking required by new development must be satisfied by payment of a one-time fee per parking space to be applied toward a Parking District or other similar mechanism.



### COMMERCIAL LAND USE CONCEPT

3. INCREASE THE POSSIBILITY OF MORE RETAIL IN THE "CORE." Eliminate **Hotels**, Motels, and schools as permitted uses within the core.
4. ENCOURAGE THE DEVELOPMENT OF RESIDENTIAL UNITS IN THE "CORE." THESE SHOULD BE ATTRACTIVELY INTEGRATED THROUGH SENSITIVE DESIGN WITH COMMERCIAL USES.
5. ENCOURAGE THE DEVELOPMENT OF INDIVIDUAL OFFICES OR STUDIOS FOR ARTISTS, **ARCHITECTS**, LANDSCAPE ARCHITECTS, INTERIOR DESIGNERS AND OTHER DESIGN-ORIENTED PROFESSIONALS IN THE CORE FRINGE AREAS.
6. PROMOTE AN ATMOSPHERE THAT WOULD ATTRACT CRAFTSMEN AND ARTISANS WHO COULD LIVE, WORK, AND MARKET THEIR PRODUCTS IN OLD TOWN SAN DIEGO.
7. ENCOURAGE THE DEVELOPMENT OF RESTAURANTS, NIGHT **CLUBS**, AND HOTEL ROOM ACCOMMODATIONS AS COMPREHENSIVE INN FACILITIES IN THE FRINGE AREA TO THE COMMERCIAL CORE.

8. ENCOURAGE THE LOCATION IN OLD TOWN SAN DIEGO OF INDOOR-OUTDOOR EATING ESTABLISHMENTS, BAZAARS AND SIMILAR PRIMARILY VISITOR-ORIENTED ACTIVITIES.
9. ENCOURAGE THE DEVELOPMENT OF COMPATIBLE COMMERCIAL AND RESIDENTIAL USES SUCH AS: ANTIQUE SHOPS, ART GALLERIES, ART SHOPS, BAKERY SHOPS, BARBER SHOPS, BARS, BEAUTY SHOPS, BICYCLE SHOPS, BOOK STORES, BRANCH BANK OFFICES, CANDY STORES, CHURCHES, COFFEE HOUSES, CULTURAL CENTER, DRESS SHOPS, DRUG STORES, FLOWER SHOPS, GIFT SHOPS, HABERDASHERIES, HANDICRAFT SHOPS, ICE CREAM SHOPS, INNS, JEWELRY STORES, LIQUOR STORES, MEETING HALLS, MUSEUMS, MUSIC STORES, NIGHT CLUBS, OUTDOOR FOOD MARKETS, PET SHOPS, PHOTOGRAPHY SHOPS, PHOTOGRAPHY STUDIOS, PICKUP AND DELIVERY CLEANING SHOPS, RESTAURANTS, SCHOOLS, SHOE REPAIR SHOPS, SIDEWALK CAFES, SMALL GROCERY STORES, SMALL HOME FURNISHINGS STORES, SMALL LETTER SHOPS, SMALL OFFICES, SMALL PROFESSIONAL OFFICES, SMALL SELF-SERVICE LAUNDRIES, SNACK SHOPS, SPORT GOODS SHOPS, STATIONERY STORES, TELEGRAPH OFFICES, THEATERS, TRAVEL AGENCY OFFICES, VARIETY STORES.
10. DISCOURAGE THE FOLLOWING TYPES OF LAND USE: AUTO PARTS STORES, AUTO REPAIR GARAGES, AUTO SALES OFFICES, AUTO TRAILER PARKS, BOAT SALES OFFICES, CONTRACTOR'S YARDS, HOSPITALS, LARGE APARTMENTS AND HOTELS, LARGE FACTORIES, LARGE OFFICE BUILDINGS, LARGE PRINTING PLANTS, LUMBER YARDS, MACHINE SHOPS, MORTUARIES, STORAGE WAREHOUSES, UNENCLOSED AUTOMOBILE SERVICE STATIONS, UNENCLOSED DRIVE-IN ESTABLISHMENTS, USED CAR LOTS, WHOLESALE DISTRIBUTORS' STORES.

The land use locational proposals of the Plan are designed to provide a physical development framework to guide future growth in Old Town San Diego towards realization of stated objectives.

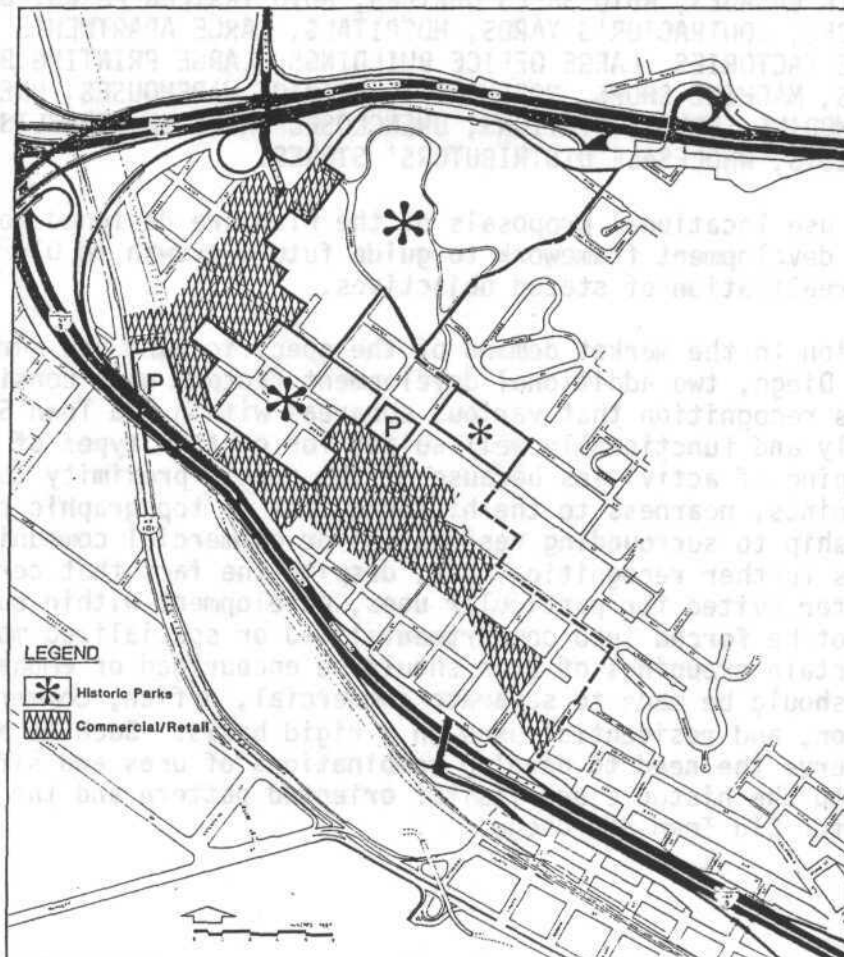
In addition to the market demand of the specific land use markets in Old Town San Diego, two additional development factors were considered. First, there was recognition that various subareas within Old Town San Diego are physically and functionally well suited for certain types of development and grouping of activities because of the area's proximity to freeway access points, nearness to the historic core or topographic conditions and relationship to surrounding residential or commercial communities. Second, there was further recognition that, despite the fact that certain areas were better suited for particular uses, development within such areas should not be forced into compartmentalized or specialized molds. That is, while certain groupings of uses should be encouraged or emphasized no attempt should be made to separate commercial, office, commercial recreation, and residential uses on a rigid basis. Such an approach will better serve the need to develop combinations of uses and structures related to the historic and visitor oriented pattern and the environment desired for Old Town San Diego.

## Development Subareas

THE FOLLOWING DEVELOPMENT SUBAREAS ARE PROPOSED IN ORDER TO MEET OVER ALL LAND USE OBJECTIVES AND TO CAPITALIZE ON THE LOCATION ADVANTAGES OF EACH SUBAREA IN THE LONG-RANGE DEVELOPMENT OF OLD TOWN SAN DIEGO.

### THE CORE:

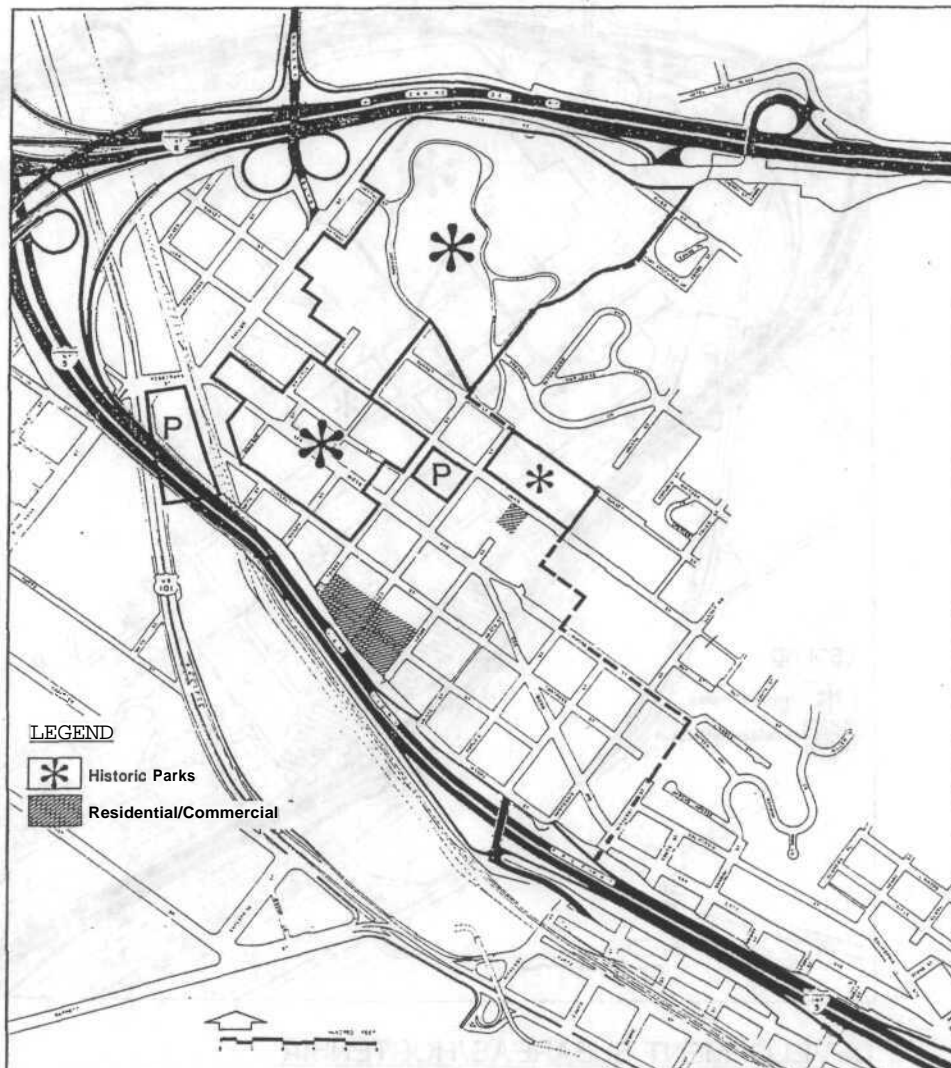
A **pedestrian-oriented** shopping area located in the heart of the Old Town San Diego area immediately adjacent to the historic core. This area is **conveniently accessible** to the State Historic Park and is relatively free from through vehicular traffic. Uses such as art galleries, variety stores, gift shops, and sidewalk cafes are encouraged to occupy the ground floor frontage within the shopping area. Uses such as living units or offices should also be permitted, but should be located above or behind the shopper and visitor-oriented uses. In this way, inactive spaces **could** be avoided and a **pleasurable** street level pedestrian shopping area **compatible** with the historical environment would be created without sacrificing any complementary uses and activities. Other uses not inconsistent with development objectives could also be accommodated in this area. Development intensity shall not exceed 0.6 FAR.



DEVELOPMENT SUBAREAS/CORE

#### JEFFERSON AREA:

A **residentially-oriented** area with **community-serving commercial** on the ground floor only. Uses such as **professional** offices, financial institutions, cultural facilities and residential living units **should** be encouraged to **locate** in the areas adjacent to Congress Street in the vicinity north of Fremont **School**. This location in the Jefferson zone would support visitor- and **community-oriented retail commercial**. Office uses which do not require immediate freeway access should be located here, and should the area provide major development opportunities for **residential multi-family** units as part of a density bonus program. Development intensity **should** not exceed 0.6 FAR, except **residential** development is proposed.

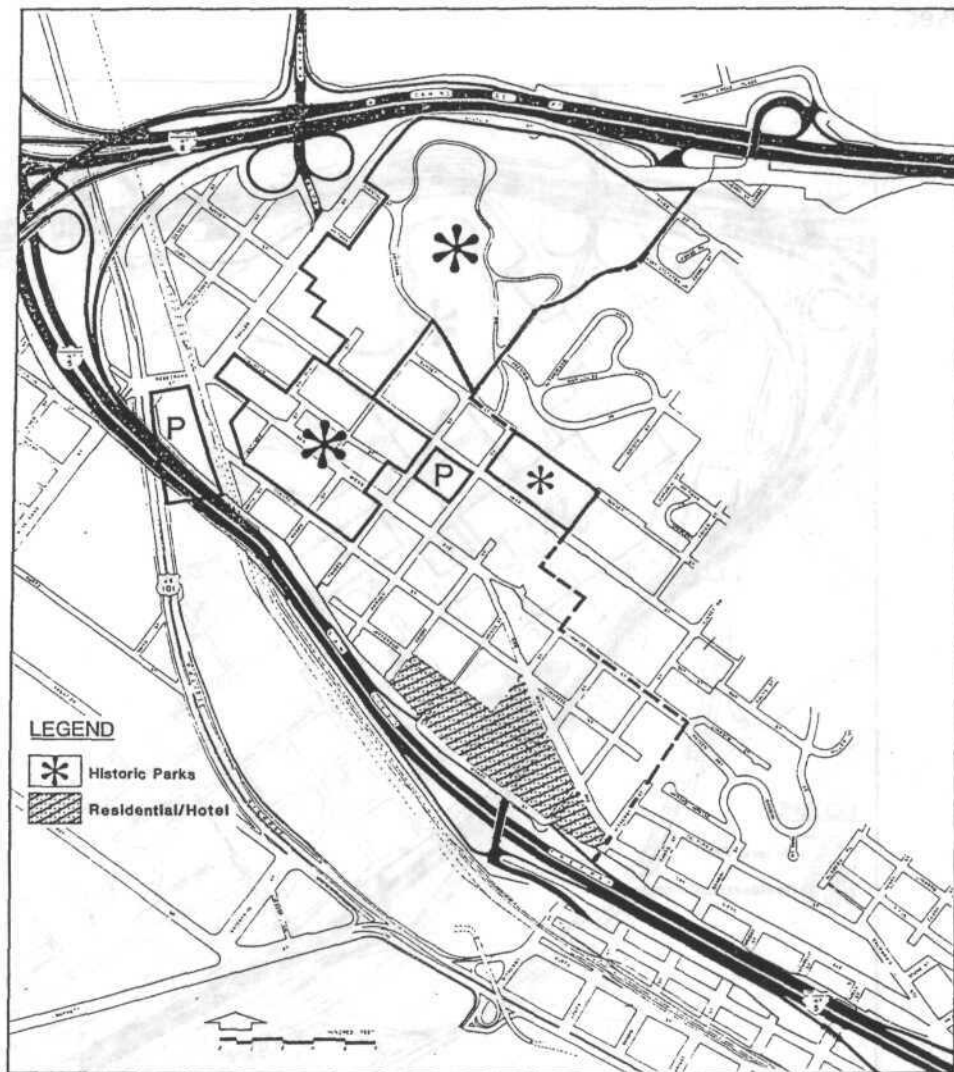


DEVELOPMENT SUBAREAS/JEFFERSON



## HORTENSIA:

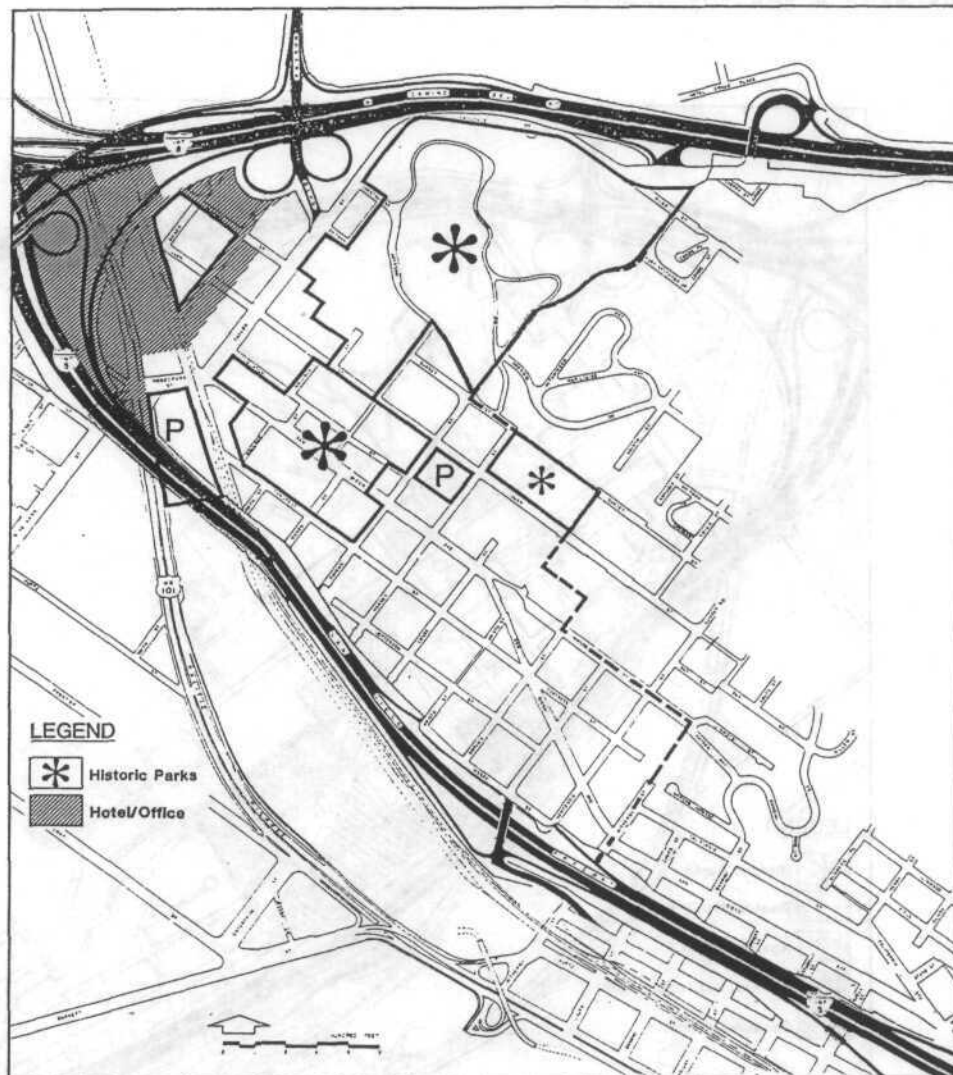
Activities such as inns, hotels, motels, and limited accessory uses such as restaurants, shops and services as well as **residential** would be encouraged to locate in the vicinity of the Old Town Avenue **off-ramp** from Interstate 5 Freeway. This area at the periphery of Old Town San Diego and at a major ingress and egress point to the community has obvious locational advantages for accommodating supportive uses to the visitor and residential areas. Development intensity shall not exceed 0.6 FAR.



DEVELOPMENT SUBAREAS/HQRTENSIA

## ROSECRANS:

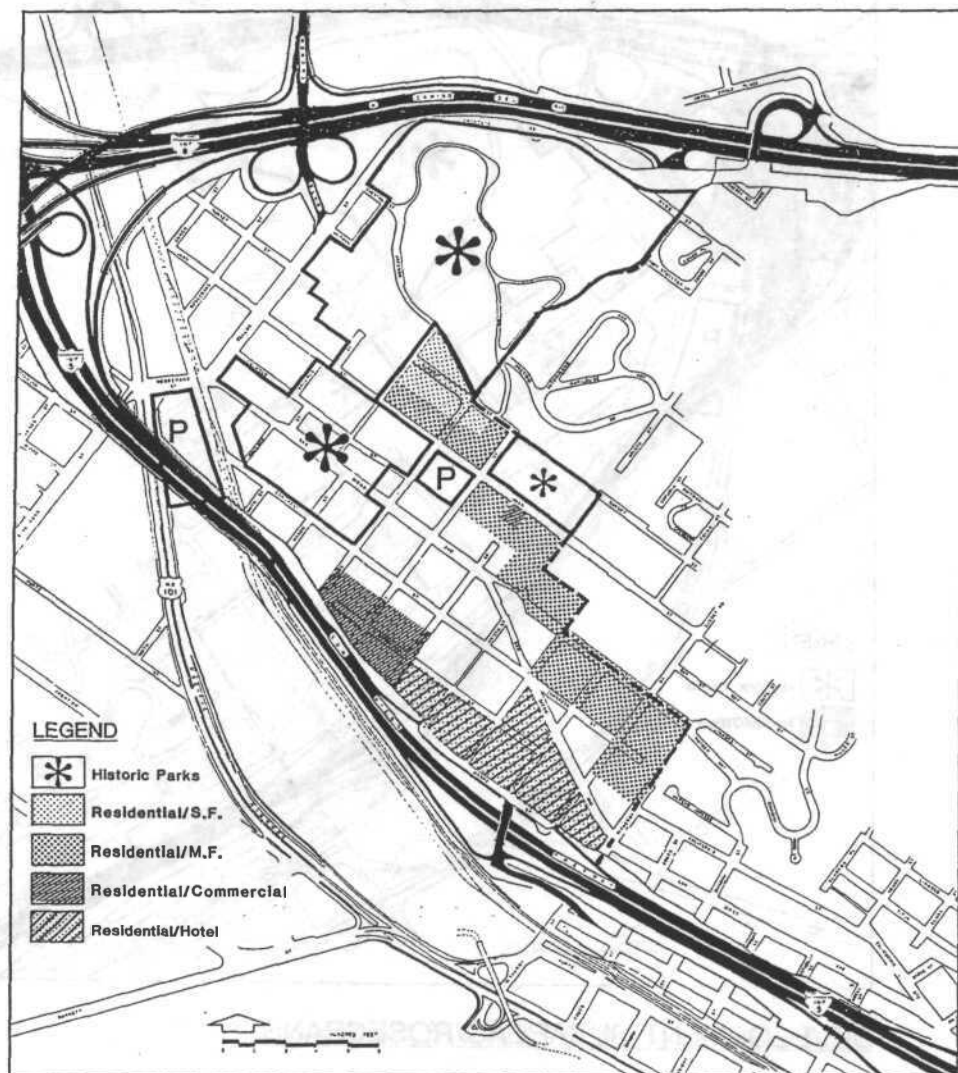
Uses such as **professional** offices, hotels, cultural facilities, and retail activities supportive of the **historical** core **should** be located in the area **westerly** of Taylor Street with access from Interstate 8 Freeway, Morena Boulevard and Rosecrans Street. The area's vicinity to Mission Valley, the Morena, and Midway area at the periphery of Old Town San Diego makes it an **excellent** site for supportive visitor uses to the historical core of the community. Development intensity shall not exceed 1.0 FAR.



DEVELOPMENT SUBAREAS/ROSECRANS

## RESIDENTIAL:

(Single-Family and Multi-Family): Residential uses should be encouraged the eastern area, which for the most part consists of steep hillsides adjoining an established residential development in Mission Hills and a cluster of homes adjacent to Mason and Juan Streets. The area contains a variety of housing types. Maximum densities should not exceed one unit per 1,750 square feet for multi-family, and one unit per 5,000 square feet of lot of single-family. Density allocations for very steep hillsides of 25 percent slope or greater should not exceed one unit per 20,000 square feet. No developments should be allowed to encroach on steep bluffs (30 percent slope and higher).



**DEVELOPMENT SUBAREAS/RESIDENTIAL**

**EXISTING ZONING LEGISLATION SHOULD BE UPDATED TO IMPLEMENT THOSE PROPOSALS FOR DESIGNATION OF PREDOMINANT USE AREAS WITHIN OLD TOWN SAN DIEGO.**

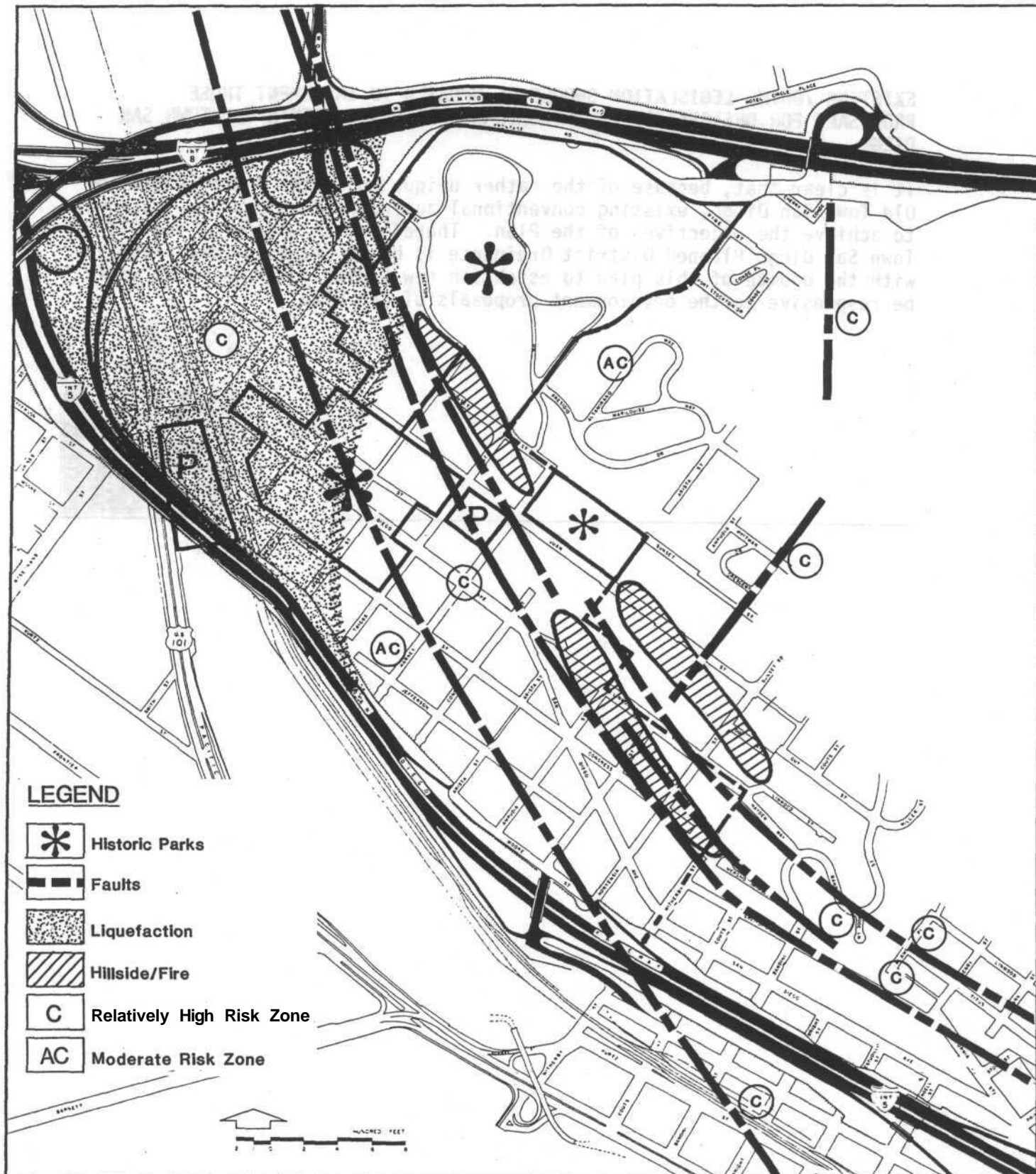
It is **clear** that, because of the rather unique character and potential of Old Town San Diego, existing conventional zoning regulations are inadequate to achieve the objectives of the Plan. Therefore, an update of the Old Town San Diego Planned District Ordinance is **being** prepared concurrently with the update of this **plan** to establish new zoning controls which **would** be responsive to the **development** proposals of the **Plan**.



**LEGEND**

	Historic Parks
	Historic Districts
	Historic Resources
	Historic Structures
	Relatively High Risk Zone
	Moderate Risk Zone

SEISMIC RISK SAFETY EXISTING CONDITIONS



## SEISMIC/FIRE SAFETY EXISTING CONDITIONS



## SAFETY ELEMENT

Two safety **hazards** within the Old Town San Diego community include geologic hazards and fire safety particularly as it relates to **development** on the steep natural slopes. This **element** identifies the locations of these hazards and provides **guidelines** to maximize public safety.

### BACKGROUND

#### GEOLOGIC HAZARDS

Geologic risks within The City of San Diego have been mapped in the Seismic **Safety** Study for The City of San Diego by Woodward-Gizienski & Associates and F.B. Leighton & Associates. This study indicates potential locations for **faults**, unstable **slopes**, ground **failures**, unstable **coastal bluffs** and other terrain conditions. Geologic hazards are **illustrated** and are summarized below:

**Faults.** The closest known **fault** system that appears **capable** of generating a damaging earthquake is the Rose Canyon Fault Zone, located at the center of the community. Several **faults** within this zone are considered **potentially** active and a high risk.

**Landslides and Slope Instability.** Old landslides and **landslide-prone** formations are the principal non-seismic geologic hazards within the community. Conditions which contribute to slope **instability** include slope inclination, rock orientation of the **bedding**, soil characteristics and the presence of groundwater.

Slopes with a moderate or high risk of slope failure **typically** occur **along** the **bluffs** in conjunction with the **fault line** locations.

**Liquefaction.** A portion of the community at the intersection of freeways I-8 and I-5 is subject to **liquefaction** in the event of an earthquake, as a result of ground shaking. The area is the riverbed area which was **subsequently** cut-off from the main branch of the San Diego river by the freeway development. Because of the freeway development flooding in this area is not expected to occur. The potential from liquefaction damage is considered low, provided the buildings are adequately designed.

TABLE 6"  
HAZARD-RISK ZONE CORRELATION CHART  
EXPLANATION OF GEOLOGIC HAZARDS MAP AND GEOTECHNICAL  
LAND-USE CAPABILITY MAP

GEOTECHNICAL CONSTRAINT/HAZARD	FEATURE OR PHENOMENON	HAZARD CATEGORY No. (SEE GEOLOGIC HAZARDS MAP)	LAND-USE CAPABILITY MAP RISK ZONE			
			A	B	C	D
			INCREASING RELATIVE RISK →			
GROUND RUPTURE	FAULTS	Active * (* As defined by State)	None Recognized			
		Potentially Active*	See Fault Map			
		Inactive, Presumed Inactive or Activity Unknown	See Fault Map			
POTENTIAL SLOPE INSTABILITY	SLIDES	Confirmed, Known, or Highly Suspected	21			
		Possible or Conjectured	22			
	SLIDE-PRONE FORMATIONS	Friars Formation: Neutral or Favorable Geologic Structure	23			
		Friars Formation: Thick Section and/or Unfavorable Geologic Structure	24			
		Ardath Shale: Neutral or Favorable Geologic Structure	25			
		Ardath Shale: Thick Section and/or Unfavorable Geologic Structure	26			
		Osby Formation	27			
POTENTIAL GROUND FAILURE	LIQUEFACTION	Potential Relatively High: (Major Alluvial Valleys, Ground- water 25' ±)	31			
		Potential Relatively Low: (Upper Drainage Areas of Major Valleys, Groundwater 25' ± Fluctuates Seasonally)	32			
COASTAL BLUFF STABILITY	GENERALLY UNSTABLE	Numerous Landslides, High Steep Bluffs, Rapid Erosion	41			
		Unfavorable Bedding Planes, Locally Rapid to Generally Rapid Erosion	42			
		Unfavorable Jointing, Locally Rapid Erosion	43			
	MODERATELY STABLE	Mostly Stable Formation With Some Locally Rapid Erosion	44			
		Some Landslides, Slow Erosion	49			
		Locally Unfavorable Geologic Structure; Slow or No Erosion	46			
	GENERALLY STABLE	Very Slow Erosion; No Slides	47			
		Broader Beach Areas; Developed Harbor	48			
ALL OTHER TERRAIN CONDITIONS	GENERALLY STABLE	Relatively Level Mesas - Underlain by Terrace Deposits and Bedrock	51			
		All Remaining Level and Sloping Areas - Minor Alluvial Valleys, Low Terraces, Rolling Hillside to Steep Mountainous Terrain	52			

\*\* Table numbers correspond to numbers used in study report.

RISK ZONE RATING KEY:

A - Nominal    B - Low    C - Moderate    D - High

AB, BC, AC - Variable Risk (Hazard Category No. 52 only)

GENERAL NOTES:

All risk zone ratings and hazard area boundaries subject to change, based on new data. Although flood hazard was not specifically evaluated for this study, it is taken into account in a general manner in the risk rating of potential liquefaction.

Guidelines used for assigning risk rating within hazard category No. 52:

- |   |              |
|---|--------------|
| 1. Mostly developed area, essentially on mesas or within tracts developed by minimal grading.   | Rating<br>AB |
| 2. Generally low slopes adjoining canyon or bay areas; may include low, nearly flat terraces; graded tracts having low to moderate slope heights. | AB or B      |
| 3. Moderate to high natural or graded slopes with no special hazards identified nearby.   | B            |
| 4. Mostly moderate to high, locally steep natural or graded slopes; some hazards in adjoining areas or within area.                               | BC           |
| 5. Areas including all the above.   | AC           |

Multiple risk designations were permitted within a single category No. 52 area, without a line boundary separating them. Where a lesser hazard (e.g., an Inactive fault) extended into a confirmed slide, the higher risk predominates; however, the approximate fault location is shown by a dashed boundary.

CITY OF SAN DIEGO SEISMIC SAFETY STUDY

TABLE 8\*\*

## SUITABLE LAND USES ACCORDING TO RISK

BUILDING TYPE/LAND USES			RISK ZONE			
			—INCREASING RELATIVE RISK—			
GENERALLY INCREASING "ACCEPTABLE RISK"	Group I	Nuclear Facilities, Large Dams, Electrical Power Inter tie Systems	•	O	X	X
	II	Hospitals; Fire, Police, Emergency Communication Facilities; Critical Transportation Elements, such as Bridges, Overpasses; Smaller Dams; Important Utility Centers	•	O	X	X
	III	Schools, Churches, Large or Highrise Buildings, or Other Places Normally Attracting Large Concentrations of People, such as Civic Buildings, Large Commercial Structures, Most Roads, Other Utilities	•	•	O	X
	IV	Residential (Single-Family Residences, Apartments, etc.) Most Commercial and Minor Public Structures	•	•	O	O (1)
	V	Most Industrial, Other Minor Commercial (Warehouses, Wharves, Docks)	•	•	O	O (1)
	VI	Agriculture, Marinas, Managed Mineral Resource Development, Parks, Other Open Space, Refuse Disposal Sites	•	•	•	•
<p><b>FOOTNOTES:</b></p> <p>1. Development may be feasible in slide areas if adequate provisions are made for stabilization; not generally feasible in potentially active fault zones.</p> <p><b>GENERAL NOTES:</b> This chart is for general land-use planning only. Suitability for specific uses for a specific site must be confirmed by further investigation. An area evaluated as unsuitable for a particular use does not necessarily preclude the use, if no other more suitable alternative sites are available, and, provided that all potential hazards can be mitigated.</p> <p><b>SYMBOLS:</b></p> <ul style="list-style-type: none"> <li>• Suitable</li> <li>O Provisionally Suitable</li> <li>X Generally Unsuitable</li> </ul>						

TABLE 9  
RECOMMENDED GEOTECHNICAL INVESTIGATIONS

RISK ZONE (GEOTECHNICAL LAND- USE CAPABILITY MAP)	GEOTECHNICAL HAZARD CATEGORY No. (GEOLOGIC HAZARDS MAP)	TYPE INVESTIGATION <sup>(1)</sup> BY BUILDING TYPE/LAND USE GROUP			COMMENTS/SPECIAL CONSIDERATIONS
		GEOLOGIC	SOIL	SEISMIC	
A	51	I-II	I-V	I-III <sup>(2)</sup>	<p>Footnotes:</p> <p>(1) Scope of Investigations can range from very preliminary, feasibility-type studies utilizing available research data (at the planning stages of a project) to in-depth investigations requiring extensive field exploration and engineering/geologic/seismic analysis (at the design/construction stage) depending upon the complexity of site conditions and the importance of the proposed structure.</p> <p>(2) Refer to special state regulations regarding investigation standards and construction codes for schools and hospitals; also federal regulations for nuclear facilities. Commonly only "high-rise" structures in Groups II and III would require a seismic investigation in Risk Zones A and B.</p> <p>(3) Land uses, such as disposal sites or mineral resource development (open-pit mines, oil fields) may require a geologic investigation to evaluate their environmental impact, as regards slope stability or subsidence effects. Environmental impact reports may be required to meet state as well as federal guidelines, depending on jurisdiction.</p> <p>(4) Refer to state legislation (Alquist-Priolo Hazards Zone Act) regarding identification of active and potentially active faults; investigations to evaluate ground rupture hazard and seismic shaking. H. U. D. requires seismic analysis of F. H. A. financed developments in vicinity of active or potentially active faults.</p>
	52	I-III	I-V	I-III	
B	25, 45, 46 47, 52	I-V	I-V	I-III	
	32 48	VI <sup>(3)</sup> —	I-V I-V	I-III I-III	
C	INACTIVE FAULT 22-24, 26, 27 42-44, 52	I-V	I-V	I-III	
	31	VI <sup>(3)</sup>	I-V	I-V	
D	POTENTIALLY ACTIVE FAULT <sup>(4)</sup>	I-V	I-V	I-V	
	21, 41	I-V	I-V	I-III	

## PRINCIPAL DATA SOURCES

## Bibliography\*

California Division of Mines and Geology, 1962 and 1965 San Diego and Santa Ana Geol. Map Sheets, Bulletin 106-2.

Kennedy, M. P., 1969 and 1973. C.D.M.G. Preliminary geologic maps of portions of San Diego; 1973a, C.D.M.G., California Geology, v. 26; 1973b, U.C.R., Ph.D. dissertation.

Leighton, F. B., and Associates, in-house reports.

Nichols, D. R., and Buchanan-Banks, J. M., 1974, U.S.G.S. Circular 690.

## Aerial Photographs

## Source

U. S. Dept of  
Agriculture

## Fairchild

## Date and Flight Number

1964 (AXN Series, 1-DD through  
6DD)

1932 (1980); 1937 (4640); 1939  
(5984); 1941 (6850, 7117, 10680);  
1951 (16960, 17589); 1952 (17200,  
18305); 1953 (19230); 1955 (22287);  
1956 (22620); 1958 (22930).

## FIRE HAZARDS

The **potential** for minimal fire hazard exists particularly along the natural hillsides with chaparral vegetation. Few hillside areas exist **along** the eastern portion of the community that could be impacted by fire hazard.

## RECOMMENDATIONS

Geologic Studies. WHEN GEOLOGIC HAZARDS ARE KNOWN OR **SUSPECTED**, A GEOLOGIC RECONNAISSANCE SHOULD BE PERFORMED PRIOR TO PROJECT APPROVAL TO IDENTIFY DEVELOPMENT CONSTRAINTS. This requirement **would** supplement the need for a **full geotechnical** report, which will be required at a **later** time in the permit process.

Hydrology. MAINTAIN THE NATURAL DRAINAGE SYSTEM AND MINIMIZE THE USE OF IMPERVIOUS SURFACES. Concentrations of runoff should be adequately **controlled** to prevent an increase in downstream erosion and impacts on soil stability. Irrigation systems should be properly designed to avoid over-watering which can impact **soil** stability and **result** in **landslides**.

Vegetation. NATIVE VEGETATION SHOULD BE RETAINED WHERE POSSIBLE. Graded **slopes** should be revegetated with native and/or **drought-tolerant** species to restore **pre-development** flora drainage conditions and soil **stability**.

Development Intensity and Building Height. DEVELOPMENT INTENSITY SHOULD BE MODERATE TO FURTHER MITIGATE KNOWN GEOLOGIC CONDITIONS. Height of buildings should **also** be maintained low to further reduce potential safety impacts due to the seismic sensitivity of the area.

Hillside Development. DEVELOPMENT OF HILLSIDES SHOULD BE LOW DENSITY, **BURDENED AREAS** SHOULD CLUSTER AWAY FROM THE BLUFFS. The low density development and the restrictions of development away from the steep **bluffs** is an effective way of adding development issues and potentially hazardous **landforms**.

River Area Development. THE SCALE OF DEVELOPMENT IN THE ROSECRANS, RIVER AREA SHOULD BE MAINTAINED LOW. Height **limits** of 30 feet and larger structures would further encourage mitigate **potential** liquefaction impacts.

Hillside Development. FIRE BREAK CORRIDORS SHOULD BE REQUIRED OF HILLSIDE DEVELOPMENT. A toe and rim setback of 15 feet are suggested. This setback should be landscaped with fire resistant, plants and other landscaping materials, native species are encouraged. Thinning of native vegetation **should** take place during the spring to protect from **winter flooding** and **summer fires**.

## OPEN SPACE AND RECREATION

### BACKGROUND

Open space and recreational facilities in the community include the state park and **Historical Plaza**, Heritage Park, and Presidio Park, and adjacent **hillsides**.

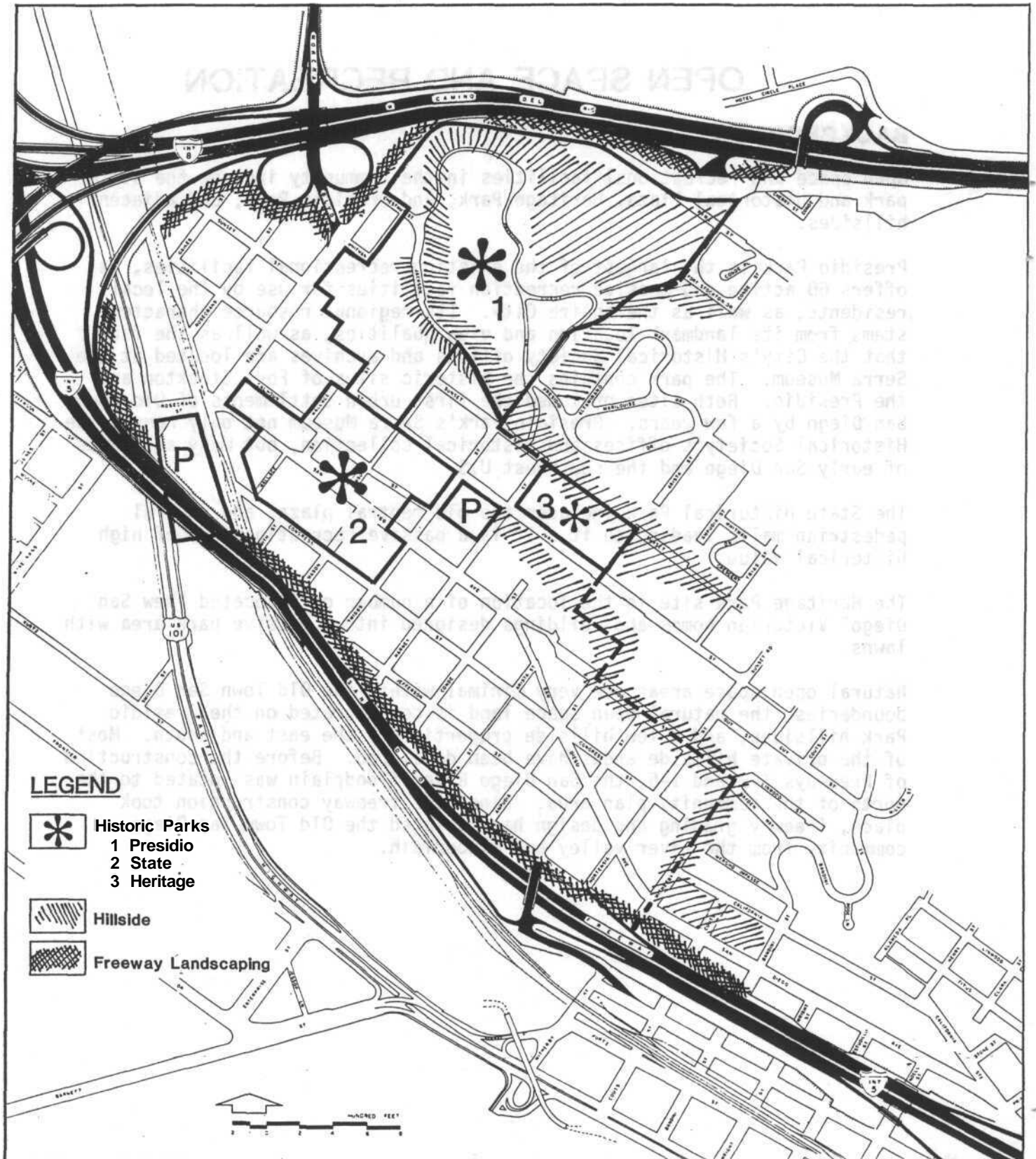
Presidio Park is the largest of the existing **recreational** facilities, it offers **60 active** and passive recreation facilities for use by the **local** residents, as **well** as the entire City. Its regional resource character stems from its landmark location and view qualities, as well as the fact that the **City's Historical** Society offices and archives are located at the Serra Museum. The park contains the historic sites of Fort Stockton and the Presidio. Both sites preceded the first urban settlements of Old Town San Diego by a few years. Presidio Park's Serra Museum not only houses the Historical Society's offices and historical **collection**, but many artifacts of early San Diego and the southwest U.S.

The State **Historical** Park includes the old central plaza, and several pedestrian malls leading to it. It is a passive recreation area of high historical value.

The Heritage Park site is the **location** of a number of **relocated** "New San Diego" Victorian homes and **buildings** designed into a passive park area with **lawns**.

Natural open space areas are very minimal within the **Old Town San Diego** boundaries, the natural open space **land** is concentrated on the Presidio Park **hillsides**, and a few **hillside** properties to the east and south. Most of the private hillside areas have been developed. Before the construction of Freeways **I-8** and **I-5**, the San Diego River **floodplain** was located to the north of the community plan area. Since the freeway construction took place, freeway grading and design has isolated the Old Town San Diego community from the river **valley** and **floodplain**.





## EXISTING OPEN SPACE

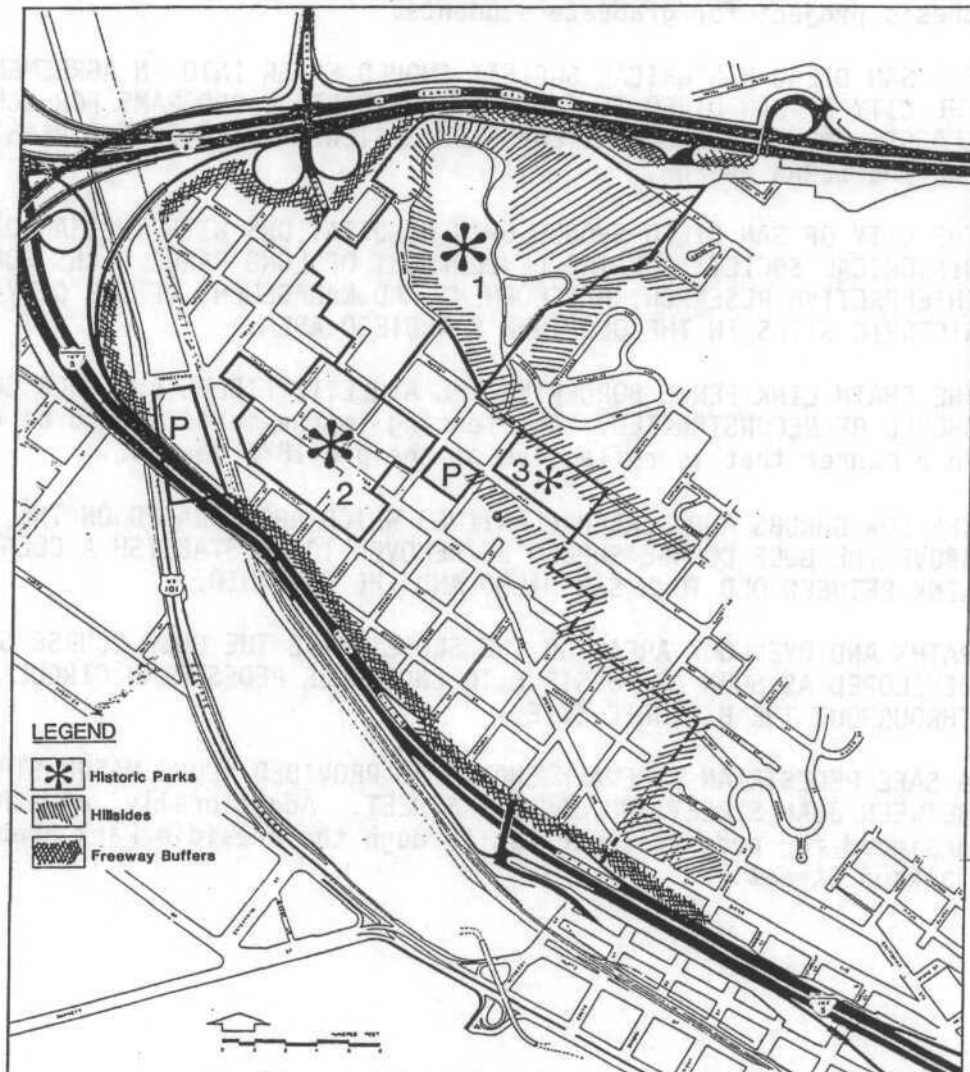
## RECOMMENDATIONS

### NATURAL OPEN SPACE:

1. HILLSIDES SHOULD BE PRESERVED AND TREATED SENSITIVELY THROUGH THE ESTABLISHMENT OF SPECIAL DESIGN GUIDELINES AND BY ORDINANCE.

The few bluffs and hillsides remaining along Juan and Linwood Streets should be preserved. All development sited on these parcels should be designed in a manner that enhances and follows the natural topography and does not obliterate it.

2. THE HILLSIDES WITHIN PRESIDIO PARK SHOULD ALSO BE PRESERVED IN THEIR NATURAL FORM.
3. DEVELOPMENT INTENSITY ON HILLSIDE PROPERTIES SHOULD BE LOW AND CONSISTENT WITH THE PRESERVATION GOALS OF LAND FORM.



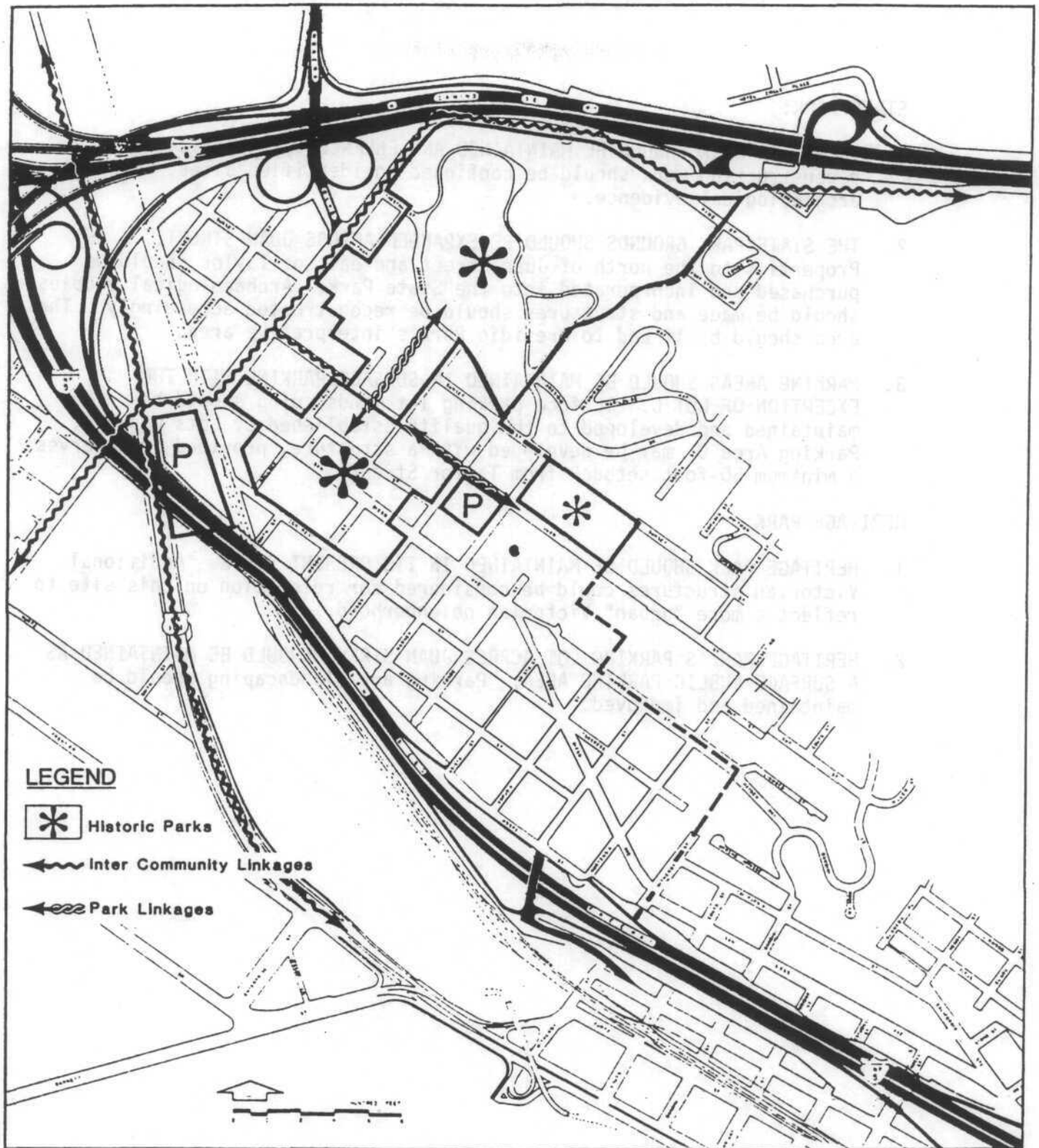
NATURAL OPEN SPACE CONCEPT

PRESIDIO PARK:

1. RETAIN AND ENHANCE THE HISTORICAL VALUE OF PRESIDIO PARK.

The City park areas located between Presidio Park and the Old Town San Diego State Historic Park are of great historical significance, being an integral part of the site of the first permanent settlement by Europeans in the present State of California. Historic archaeological sites are known to be located in this park area, these include approximately 20 former structures according to the Brandes report prepared for the 1968 community plan. Other historic uses and activities connected with these public park areas include passageways or traffic routes between the Presidio and Old Town San Diego, work areas for the manufacture of lime and adobe bricks, temporary living areas occupied by Native Americans, livestock corrals, or other agricultural uses. The exact nature and extent of these varied uses needs to be researched and studied further; this would be an excellent thesis project for graduate students.

2. THE SAN DIEGO HISTORICAL SOCIETY SHOULD ENTER INTO AN AGREEMENT WITH THE CITY OF SAN DIEGO TO CONDUCT INTERPRETIVE PROGRAMS FOR SCHOOL CLASSES AND THE PUBLIC AT LARGE ON HISTORIC SITES IN THE PRESIDIO AREA AND THE SERRA MUSEUM.
3. THE CITY OF SAN DIEGO SHOULD OPEN NEGOTIATIONS WITH THE SAN DIEGO HISTORICAL SOCIETY FOR THE DEVELOPMENT OF LONG RANGE PLANS FOR THE INTERPRETIVE RESEARCH, DEVELOPMENT AND MANAGEMENT OF THE CITY-OWNED HISTORIC SITES IN THE OLD TOWN SAN DIEGO AREA.
4. THE CHAIN LINK FENCE BORDERING THE ATHLETIC FIELDS AND GOLF COURSE SHOULD BE RECONSTRUCTED. Any fencing improvements should be designed in a manner that is reflective of the pre-1871 design.
5. THE LOW SHRUBS AND SCREEN PLANTINGS WHICH ARE LOCATED ON THE SLOPE ABOVE THE GOLF COURSE SHOULD BE REMOVED TO REESTABLISH A CLEAR VISUAL LINK BETWEEN OLD TOWN SAN DIEGO AND THE PRESIDIO.
6. PATHS AND OVERLOOK AREAS ON THE SLOPE ABOVE THE GOLF COURSE SHOULD BE DEVELOPED AS SOON AS POSSIBLE TO ENCOURAGE PEDESTRIAN CIRCULATION THROUGHOUT THE HISTORIC SITE.
7. A SAFE PEDESTRIAN SIDEWALK SHOULD BE PROVIDED ALONG MASON STREET BETWEEN JUAN STREET AND JACKSON STREET. Additionally, a path should be designed for pedestrian access through the Presidio Park area to Jackson Street.



## HISTORIC PARK LINKAGES

STATE PARK:

1. THE STATE PARK SHOULD BE MAINTAINED AND ENHANCED. **Historical** reconstruction work **should** be continued on identified sites, based on archaeological **evidence**.
2. THE STATE PARK **GROUND**S SHOULD BE EXPANDED ACROSS JUAN STREET. Properties to the north of Juan Street and east of Taylor should be purchased and incorporated into the State Park. Archaeological studies should be made and structures should be reconstructed **accordingly**. The area should be **linked** to Presidio **Park's** interpretive area.
3. PARKING AREAS SHOULD BE MAINTAINED IN SURFACE PARKING WITH THE EXCEPTION OF LOT C. Surface parking lot landscaping should be maintained and developed to the **quality** established by Lots G and F. Parking Area C may be developed with a structure, provided it observes a minimum 50-foot setback from Taylor Street.

HERITAGE PARK:

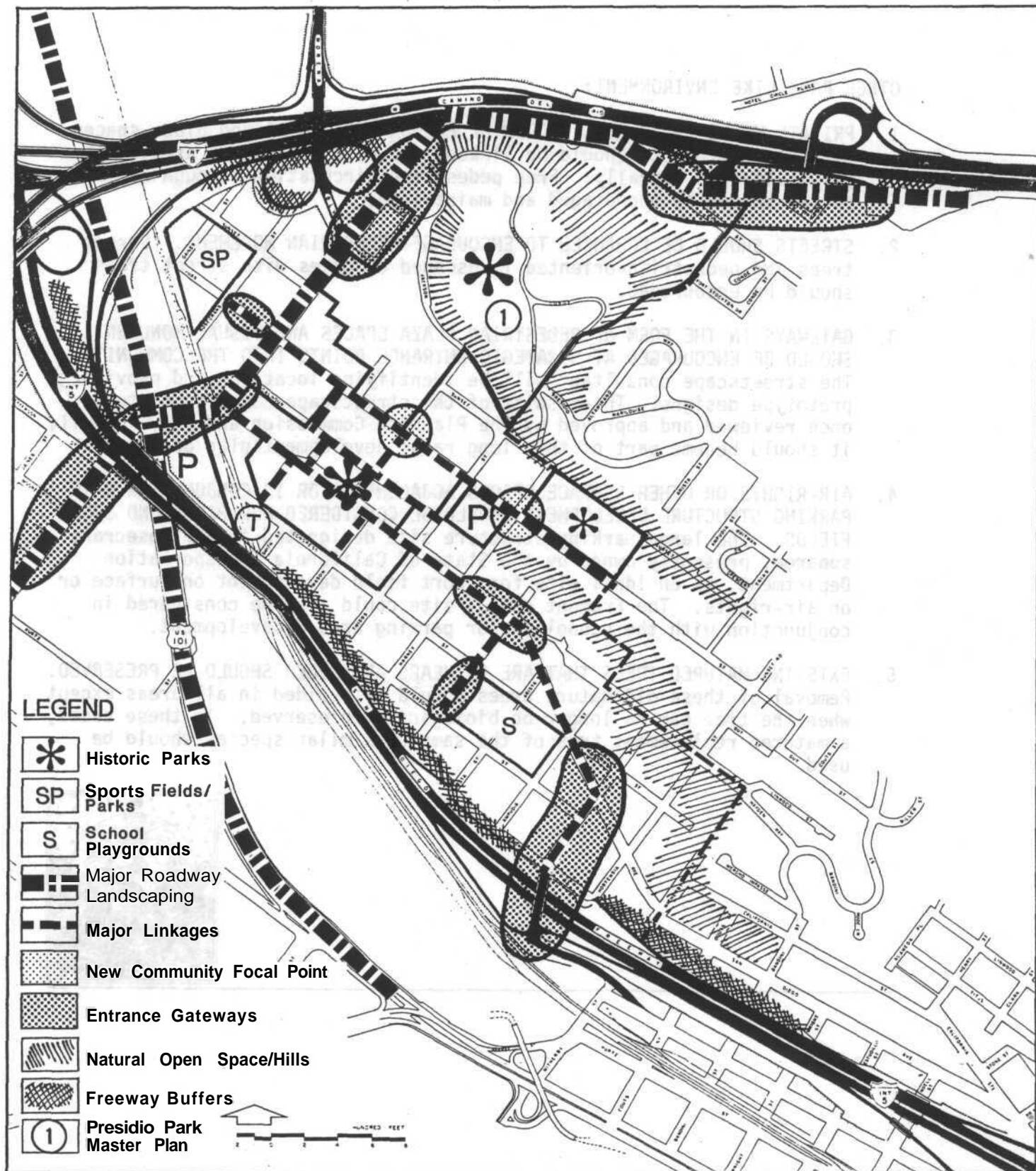
1. HERITAGE PARK SHOULD BE MAINTAINED IN ITS PRESENT STATE. Additional Victorian structures could be considered for relocation on this site to **reflect** a more "urban" Victorian neighborhood.
2. HERITAGE **PARK'S** PARKING LOT ACROSS JUAN STREET SHOULD BE MAINTAINED AS A SURFACE PUBLIC PARKING AREA. Parking area **landscaping** should be **maintained** and improved.



OTHER PARK-LIKE ENVIRONMENT:

1. PRIVATE MALLS AND PLAZAS SHOULD BE ENCOURAGED. Mall and plaza spaces on private projects should be linked to public pedestrian areas both physically and visually. Free pedestrian circulation through malls and plazas should be encouraged and maintained.
2. STREETS SHOULD BE ENHANCED TO ENCOURAGE PEDESTRIAN MOVEMENT. Street trees and pedestrian-oriented landscaped canopies with street trees should be encouraged.
3. GATEWAYS IN THE FORM OF PEDESTRIAN PLAZA SPACES AND VISUAL MONUMENTS SHOULD BE ENCOURAGED AT STRATEGIC ENTRANCE POINTS INTO THE COMMUNITY. The streetscape consultant will be identifying locations and providing prototype designs. The results of the streetscape consultant study, once reviewed and approved by the Planning Commission and City Council, it should become part of this long range development plan document.
4. AIR-RIGHTS OR OTHER SURFACE SPACES ADJACENT TO OR IN CONJUNCTION WITH PARKING STRUCTURE DEVELOPMENT SHOULD BE CONSIDERED FOR PARKS AND SPORT FIELDS. The large parking structure site designated in the Rosecrans subarea, presently owned by the State of California Transportation Department, is an ideal site for sport field development on surface or on air-rights. The Fremont school site could also be considered in conjunction with the school and/or parking area redevelopment.
5. EXISTING MATURED TREES THAT ARE 50 YEARS AND OLDER SHOULD BE PRESERVED. Removal of these old mature trees should be avoided in all areas except when the tree can no longer be biologically preserved. In these cases, a matured replacement tree of the same or similar species should be used.





## OPEN SPACE LAND USE CONCEPT

# CIRCULATION ELEMENT

## BACKGROUND

The community of Old Town San Diego is located four miles north of Centre City, just west of Presidio Park and the upland community of Mission Hills. Centered around Old Town State Historic Park, the community is adjacent to two of the region's major freeways (Interstates 5 and 8). The freeways have isolated the community's older angled grid pattern of local streets. The exception to the grid pattern is San Diego Avenue, but it too has been interrupted by the State Park development. The result is that traffic is funnelled onto those streets which still provide the means to cross or pass through the community. Juan Street and the Congress Street/San Diego Avenue combination are the parallel routes for traffic oriented to the north and south, while Taylor, Twiggs, and Harney Streets provide east-west connections.

Except for Taylor Street, the community is composed of two-lane streets of varying width. Taylor Street provides a four-lane street which is a major linkage to other communities, connecting to Rosecrans Avenue and Pacific Highway on the west and Morena Boulevard and Hotel Circle on the east. Freeway access to these streets is available from Interstate 5 at the Old Town Avenue and Sea World Drive interchanges, and from Interstate 8 at the Taylor Street/Hotel Circle interchange just east of Presidio Park, and at Sports Arena Boulevard just west of Old Town San Diego.

## Automobile/Automobile Support

### STREET VOLUMES.

Daily traffic in the area is composed of both locally-generated trips and a significant amount of thru-traffic. Combined, these two sources have contributed to an annual growth rate in the area's street volumes of 4.25 percent since 1981. The latest traffic counts were 6.6 percent higher than previous ones.

Taylor Street is the heaviest travelled street in Old Town San Diego, carrying 25,100 average daily traffic (ADT) between Juan and Sunset Streets. Although this section of Taylor Street has five lanes, capacity is becoming a problem on the adjacent four-lane sections. Peak-hour congestion in the eastbound direction is evident due to poor signal progression and a narrow cross-section. Other streets in the community are not experiencing severe congestion, but volumes are at or above 10,000 on sections of Juan Street and San Diego Avenue. According to the City's street design standards, these two-lane streets would normally accommodate 5,000 ADT without any capacity problems. As volumes rise, congestion becomes evident at intersections where turning vehicles can block through lanes or form long queues at signals. In most cases, on-street parking is restricted only near intersections to allow room for short turn pockets. Recent accident rates are indicative of growing congestion, with 1984 rates exceeding city averages on Taylor Street, Juan Street, and San Diego

Avenue. The combination of narrow streets, rising volumes, on-street parking, and the mixture of **slow-moving** local traffic and fast-moving **thru-traffic** has created **community-wide** concern regarding the future of Old Town San Diego's circulation system.

#### THRU-TRAFFIC.

A key to understanding how future **development** in Old Town San Diego might affect local traffic volumes was to separate and quantify the percentage of vehicle trips generated outside the community. To **accomplish** this task, a thru-traffic survey was conducted during the weekday p.m. peak hour (4:30 - 5:30).

Thru-traffic on San Diego Avenue and Juan Street averaged 36 percent during the afternoon peak hour. This means that just over a third of the trips entering at one end of the community are leaving at the other end without stopping in Old Town San Diego. The turning moves at Taylor Street would indicate that roughly 60-70 percent of these trips are oriented to and from locations east of Old Town San Diego, such as the Taylor Street/Interstate 8 interchange or the communities of Mission Valley and **Morena**. Although **thru-traffic** on Taylor Street **itself** is not **included** in the above statistics, examination of the intersection counts reveals that 80-90 percent of the peak-hour traffic coming from Rosecrans Street and Pacific highway continues to travel eastward, passing through Old Town San Diego. The intersection counts and a detailed breakdown of the survey **results** can be found in the **Circulation** and parking report prepared by SANDAG, which is the basis of this Circulation **Element**.

Some of these through trips are **unavoidable**. For **example**, Juan Street and Presidio Drive are the **only** outlets for Mission Hills traffic seeking access to points north and west. During the survey, 40 percent of the vehicles heading north on Juan Street were doing just that. Other peak hour trips are using **local** streets through Old Town San Diego because of poor access to the freeway from certain areas or to avoid other, more congested streets and freeway ramps. The result is noticeable peak-hour congestion along Taylor Street and a growing concern about the negative effect thru-traffic will have on economic development along the **community's** narrow **two-lane** streets.

#### PARKING.

Given the nature of Old Town San Diego as a unique visitor-oriented community with high trip generation ratios and attractiveness to both tourists and San **Diegans**, convenient and adequate parking becomes an **integral** part of the **overall** circulation plan for the community. After **initially** driving into Old Town San Diego, most visitors park their vehicles in one location and walk between the various shops, restaurants, and park facilities. In addition to the visitor-related parking **problems**, there are employee and resident parking needs that also have to be addressed. Numerous **public** parking **lots** are scattered throughout the **commercial** core, along with **several smaller** private lots for some of the



restaurants, **retail** stores, and office **buildings**. While the **public** lots provide a total of 978 spaces, there are **approximately** 476 on-street spaces with varying parking time **limitations** within one **block** of the commercially developed areas.

The largest **public** lot is located south of Taylor Street between Pacific Highway and the Santa Fe railroad tracks. It is presently striped for 229 spaces. Other lots are found along Juan Street and at the northwest side of the State Park **itself**.

Visitors to Old Town San Diego arriving on the freeways are directed to the appropriate interchanges by special exit signs on Interstates 5 and 8. For those approaching from Pacific Highway, Rosecrans Street or **Taylor** Street, there are directional parking signs leading them to the Taylor Street lot. After leaving the freeway at Old Town Avenue, vehicles are directed north on San Diego Avenue. But without any public parking on the south periphery, motorists at that point must find their way through Old Town San Diego to Juan Street or Congress Street without the benefit of further signing. A lack of identifying signing makes some **lots** hard to spot from the street, and a comprehensive program directing vehicles exiting from one **lot** to the next available parking area has not been instituted.

All of the public lots were surveyed in August, 1985, to assess the **overall** parking demand versus capacity during peak periods and its effect on the surroundings streets.

The weekend suffered the highest parking demand, with 80 percent occupancy and an overflow rate of 35 percent. Midday demand during the week was **slightly less**, with 79 percent occupancy and 27 percent overflow. Similar results were found for on-street spaces during the week, with an 88 percent occupancy rate at midday. The overall statistics indicate that **surplus** parking is available during peak periods, but as evidenced by the high **overflow** percentages at several **lots**, too many motorists are attempting to park at **highly** visible, close-in locations. This is **especially** true in the evenings, when occupancy rates **fall** dramatically for any lot removed from the immediate vicinity of the State Park and surrounding restaurants.

## **Public Transportation**

Transit service in the area is **presently** provided by buses operated by San Diego Transit. Four routes serve Old Town San Diego: 4, 5, 6, and 105. Routes 5 and 105 connect downtown San Diego with University City, passing through Old Town San Diego along San Diego Avenue, Congress Street, and Taylor Street. Taylor Street is used by Routes 4 and 5, where Route 4 provides service between Centre City, Linda Vista, **Clairemont**, and Route 6 connects Point Loma, Mission Valley, and Mid-City.

There are **presently** several **public** transit planning activities in process. The **light** rail transit system is planned to be extended to the North City and East County areas. Both lines will eventually pass by Old Town San Diego Station. Location planning and design is in process.

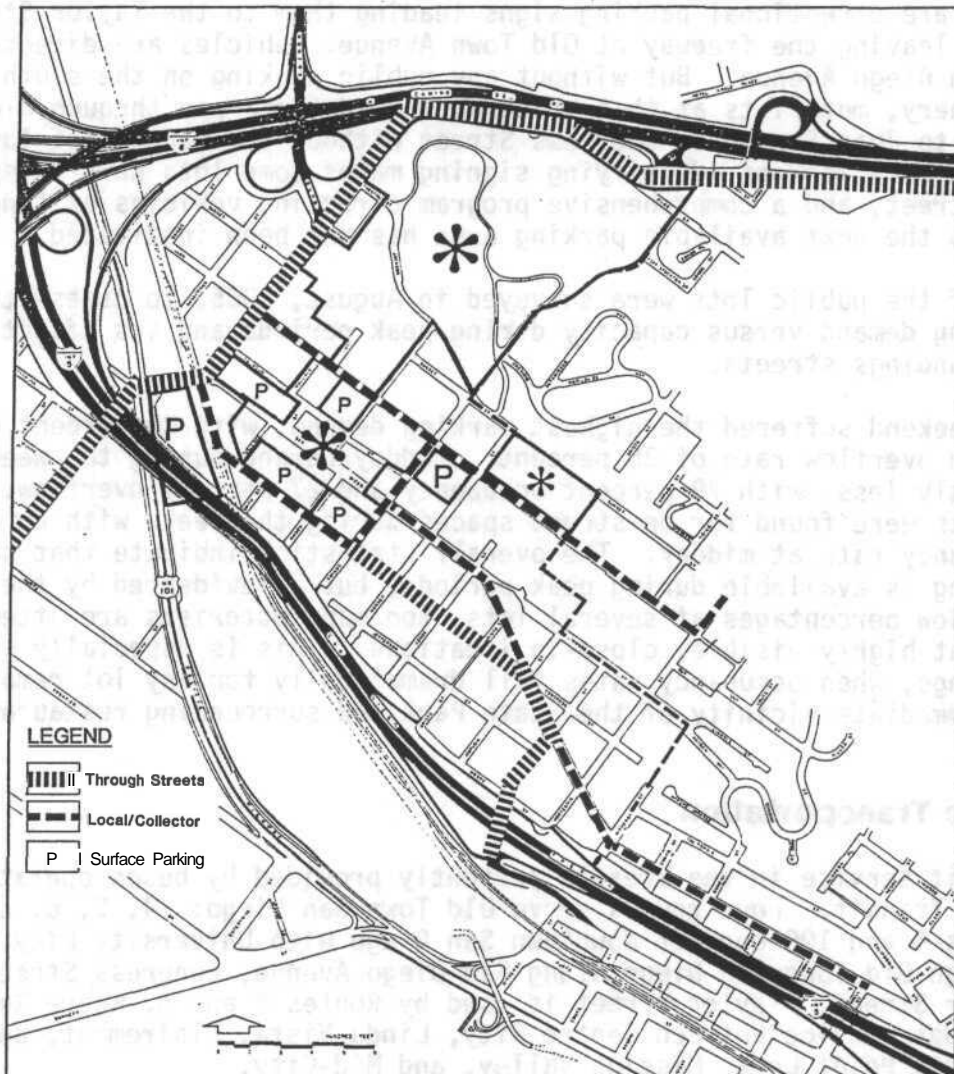


## Bikeways

A designated bike route exists on Taylor Street. The route, however, is only signed and no special provisions are made toward its design.

## Pedestrian Ways

With the exception of public sidewalks along some of the community streets and exclusive pedestrian plaza and walk areas within private complexes or the State Park, there is no existing pedestrian circulation network in the community.



**EXISTING CIRCULATION/PARKING**

## RECOMMENDATIONS

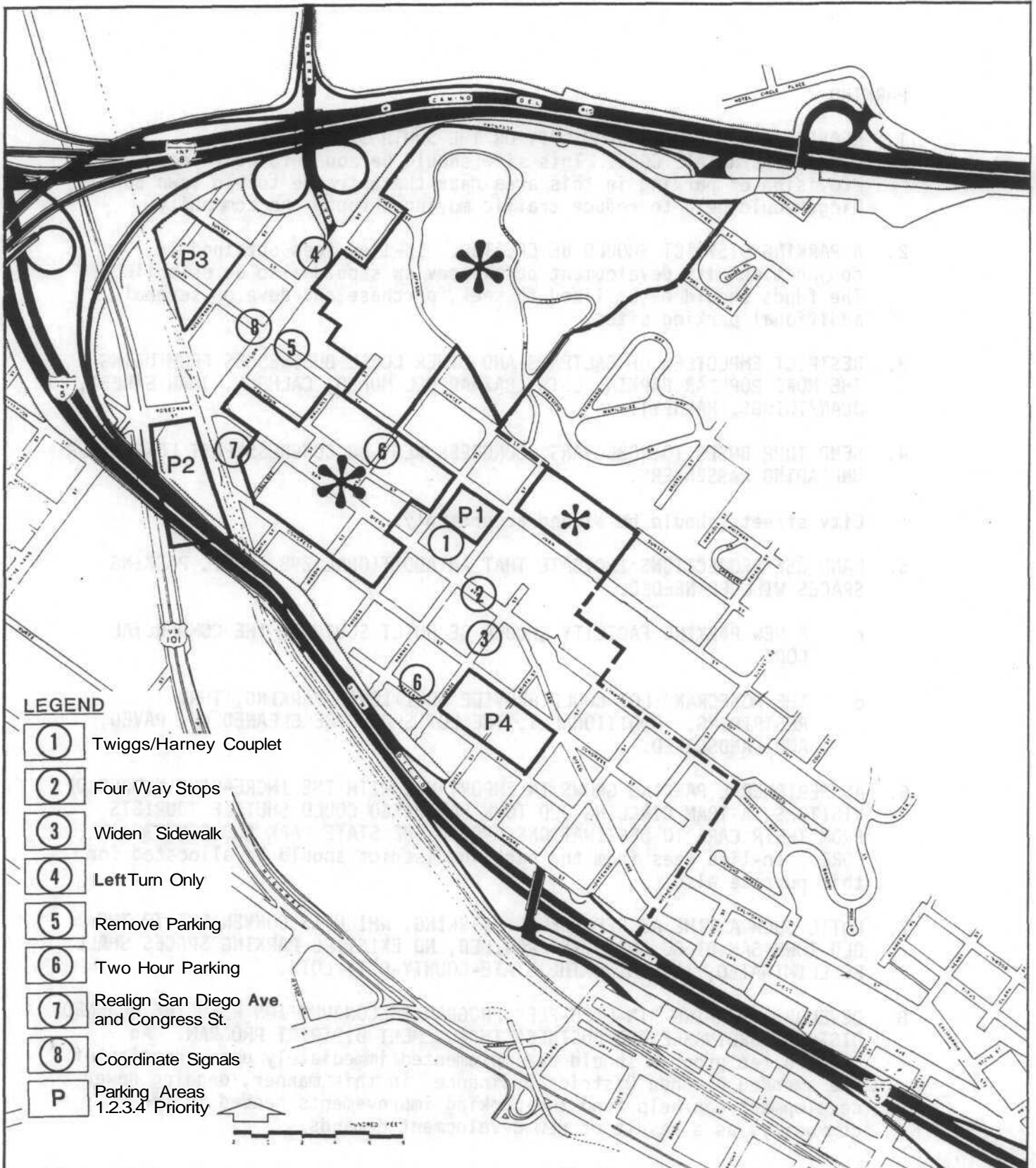
PROVIDE A BALANCED TRANSPORTATION SYSTEM AND NETWORK WHICH GIVES TO THE OLD TOWN SAN DIEGO COMMUNITY ITS PROPER ROLE AS AN IMPORTANT DESTINATION POINT.

### AUTOMOBILE ACCESS:

1. DEVELOP A CIRCULATION SYSTEM, THE PRIMARY FUNCTION OF WHICH IS TO SERVE THE COMMUNITY RATHER THAN TO ACT AS A PRIMARY ACCESS ROUTE THROUGH OLD TOWN SAN DIEGO. Wide through streets should be **deemphasized** and designed to meet their local service needs. The historical scale and vehicle speed of pre-1871 streets should be **carefully** considered when designing the street.
2. FURTHER WIDENING OF STREETS FOR AUTOMOBILE ACCESS TO ENHANCE TRAFFIC IMPROVEMENTS SHOULD NOT BE UNDERTAKEN. Street **widenings** should be a "last resort" action and should only be considered in conjunction with an overall corridor study and design **proposals** which incorporate all necessary circulation needs including auto, parking, bus transit, LRT (as **applicable**) **bikeway**, and pedestrian access, as **well** as design amenities designed to visually enhance the corridor.
3. DEVELOP AND ENHANCE MAJOR VEHICULAR ENTRANCE WAYS INTO OLD TOWN SAN DIEGO. **Taylor** Street, **Old Town** Avenue, and **San Diego** Avenue entrances into the community should be enhanced.
4. STREET VACATIONS SHOULD NOT BE CONSIDERED. The **closing** of a street to vehicular traffic and **public** use **should** constitute an enhancement of **public** use opportunities in the community, and not change the development patterns established by historical precedent.

5. THE FOLLOWING SPECIFIC STREET IMPROVEMENTS SHOULD BE UNDERTAKEN:

- o IMPROVE SIGNAL PROGRESSION BETWEEN PACIFIC HIGHWAY AND MORENA BOULEVARD. This **should** be **implemented** as soon as possible as a Capital Improvement Project **facilitation**.
- o A ONE-WAY COUPLET SHOULD BE INSTALLED ON TWIGGS AND HARNEY, to be **located** between Juan and Congress, with Twiggs **circulating** toward the southwest and Harney circulating toward the northeast.
- o INSTALL A FOUR-WAY STOP AT HARNEY STREET AND SAN DIEGO AVENUE.
- o WIDEN SIDEWALKS ON SAN DIEGO AVENUE BETWEEN TWIGGS AND CONGRESS STREETS TO PROMOTE PEDESTRIAN ACTIVITY.  
  
Sidewalks should be widened to the intersection of San Diego Avenue and Congress Street, in conjunction with the work of the Streetscape Committee and their consultant.
- o CONVERT OPTIONAL LEFT TURN LANE ON EASTBOUND TAYLOR STREET AT MORENA BOULEVARD TO A MANDATORY LEFT, CREATING A DUAL POCKET.
- o WIDEN PRESIDIO DRIVE TO ALLOW FOR A RIGHT TURN ON TAYLOR.
- o REMOVE PARKING FOR ANOTHER 100-150 FEET ON JUAN STREET FOR THE NORTHBOUND APPROACH OF THE TAYLOR STREET INTERSECTION AND RESTRIPE FOR TWO APPROACH LANES. **Only** 60-70 feet of existing parking should be removed, no further parking should be limited. The impacts on Mason Street should also be addressed as part of this improvement.
- o TWO HOUR PARKING POSTING LIMITS SHOULD BE INSTALLED ALONG ALL OF WALLACE, JUAN, AND CALHOUN STREETS, AS WELL AS THE ADJOINING RESIDENTIAL AREAS. A very **low** or no fee residential parking permit may be required to **allow** residents to park for longer periods and encourage residential development.
- o INCORPORATE THE STATE **PARK'S** PLAN TO REALIGN THE ONE BLOCK OF CONGRESS STREET/SAN DIEGO AVENUE SOUTH OF TAYLOR STREET THROUGH THE POTTERY VILLAGE PROPERTY.



## STREET AND PARKING IMPROVEMENTS

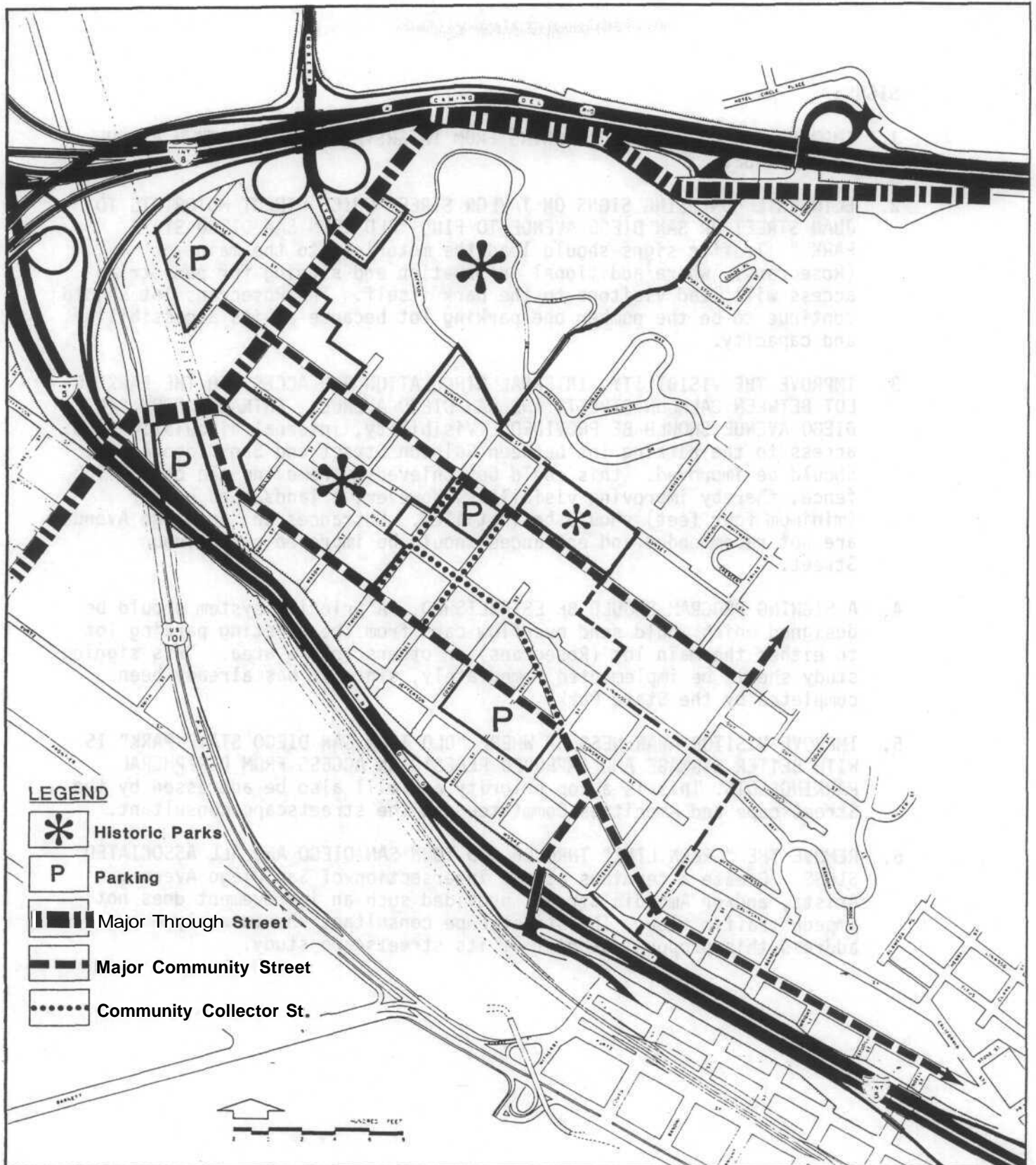
## PARKING

1. PROVIDE A NEW PARKING FACILITY ON THE SOUTH SIDE OF THE COMMERCIAL/RETAIL CORE. This site **should** be zoned for parking. Provision of parking in this area near the entrance to Old Town San Diego would **help** to reduce traffic moving through the community.
2. A PARKING DISTRICT SHOULD BE CREATED. In-lieu fees obtained in conjunction with development permit review **should** also be **established**. The funds should be **utilized** to seek, purchase and develop several additional parking sites.
3. RESTRICT EMPLOYEES OF CALTRANS AND OTHER LOCAL BUSINESSES FROM USING THE MORE POPULAR PARKING LOTS (BAZAAR DEL MUNDO, CALHOUN, JUAN STREET, JUAN/TWIGGS, HARNEY).
4. SEND TOUR BUSES TO ROSECRANS, CONGRESS WEST OR CONGRESS EAST LOTS AFTER UNLOADING PASSENGERS.

City streets should be signed **accordingly**.

5. LAND USE PROJECTIONS INDICATE THAT AN ADDITIONAL 298 PUBLIC PARKING SPACES WILL BE NEEDED.
  - o A NEW PARKING FACILITY SHOULD BE BUILT SOUTH OF THE COMMERCIAL CORE.
  - o THE ROSECRANS LOT COULD PROVIDE ADDITIONAL **PARKING**, THRU RESTRIPIING. ADDITIONALLY, THE LOT SHOULD BE CLEANED UP, PAVED, AND LANDSCAPED.
6. AS PERIPHERAL PARKING GROWS IN IMPORTANCE WITH THE INCREASING NUMBER OF VISITORS, A TRAM CIRCLING OLD TOWN SAN DIEGO COULD SHUTTLE TOURISTS FROM THEIR CARS TO DESTINATIONS AROUND THE STATE PARK AND COMMERCIAL CORE. In-lieu fees from the parking district should be **allocated** for this purpose **also**.
7. UNTIL SUCH A TIME AS **REPLACEMENT/PARKING**, WHICH IS CONVENIENT TO THE OLD TOWN SAN DIEGO CORE, IS PROVIDED, NO EXISTING PARKING SPACES SHALL BE ELIMINATED, INCLUDING THE STATE-COUNTY-CITY LOTS.
8. DEVELOP A PARKING **"IN-LIEU-FEE"** PROGRAM IN CONJUNCTION WITH THE PLANNED DISTRICT ORDINANCE AND BUSINESS IMPROVEMENT DISTRICT PROGRAM. An in-lieu fee program should be implemented immediately upon adoption of the amended Planned District Ordinance, in this manner, ongoing newer **development** can help fund the parking improvements needed in the community, as a result of new development **demands**.

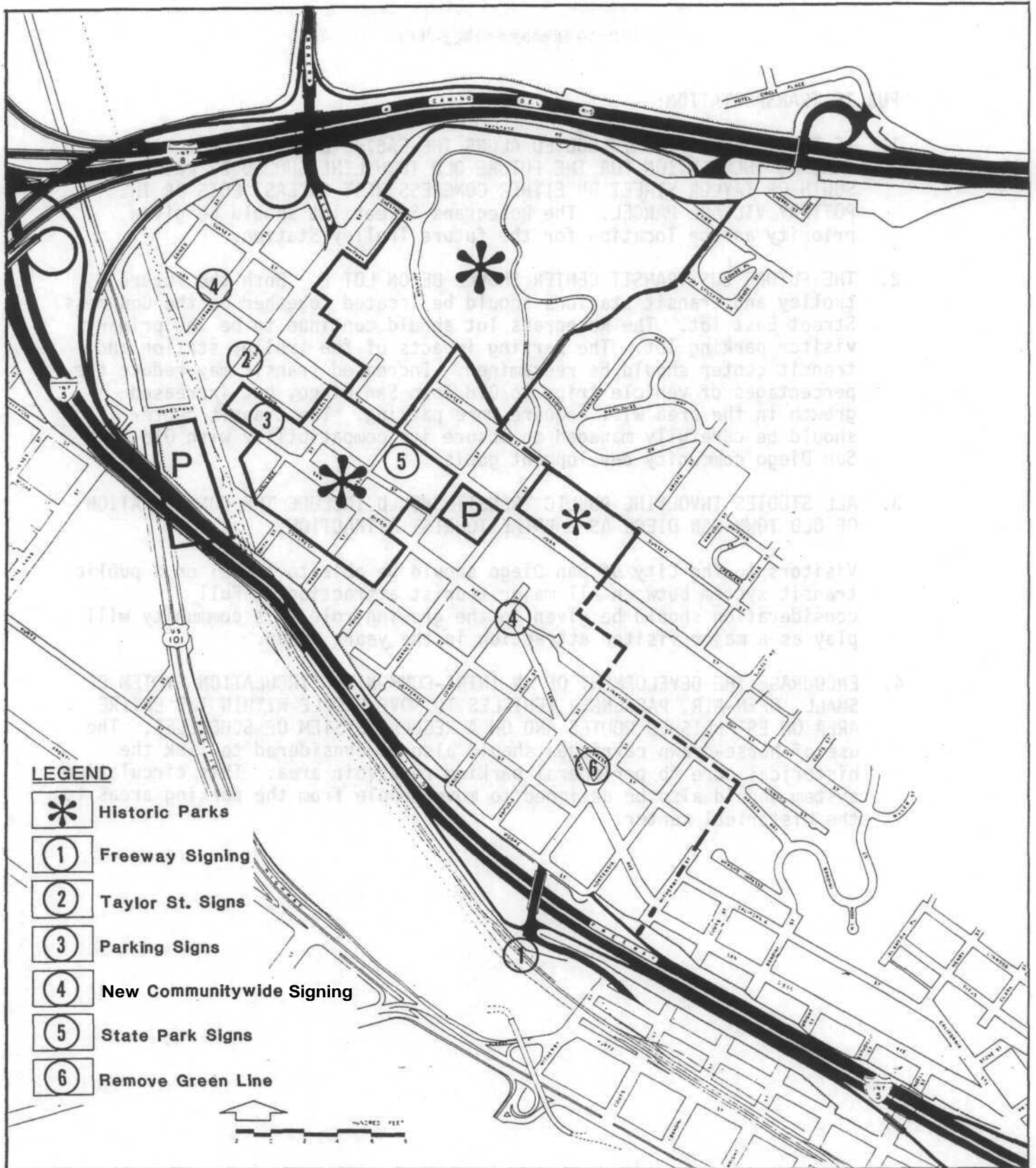




## AUTO CIRCULATION/PARKING CONCEPT

SIGNS:

1. IMPROVE THE DIRECTIONAL SIGNING FROM INTERSTATE 5 AT OLD TOWN AVENUE INTERCHANGE.
2. ELIMINATE CONFUSING SIGNS ON TAYLOR STREET WHICH DIRECT MOTORISTS TO JUAN STREET OR SAN DIEGO AVENUE TO FIND "OLD TOWN SAN DIEGO STATE PARK." Traffic signs should **lead** the motorists to the main lot (Rosecrans), where additional information and signing for pedestrian access **will** lead visitors to the park **itself**. The Rosecrans lot should continue to be the number one parking lot because of its **accessibility** and capacity.
3. IMPROVE THE VISIBILITY, INTERNAL CIRCULATION AND ACCESS TO THE PARKING LOT BETWEEN CALHOUN STREETS AND SAN DIEGO AVENUE. ENTRANCE FROM SAN DIEGO AVENUE SHOULD BE PROVIDED. Visibility, internal circulation and access to the parking **lot** between Calhoun Street and San Diego Avenue should be **improved**. this could be achieved by removing the chain link fence, thereby improving visibility, however, a landscaped buffer (minimum four feet) should be installed. Entrances on San Diego Avenue are not recommended and entrances should be improved off Calhoun Street.
4. A SIGNING PROGRAM SHOULD BE ESTABLISHED. A priority system should be designed which would send overflow cars from the existing parking lot to either the main lot (Rosecrans) or others in the area. This signing study **should** be implemented **immediately**, since it has already been **completed** by the State Park.
5. IMPROVE VISITOR AWARENESS OF WHERE "OLD TOWN SAN DIEGO STATE PARK" IS WITH BETTER SIGNAGE AND IMPROVED PEDESTRIAN ACCESS FROM PERIPHERAL PARKING LOTS. This is a top priority and **will** also be addressed by the Streetscape and Amenities Committee and the streetscape consultant.
6. REMOVE THE "GREEN LINE" THROUGH OLD TOWN SAN DIEGO AND ALL ASSOCIATED SIGNS. Create a terminus at the intersection of San Diego Avenue, Arista, and/or Ampudia Street, provided such an improvement does not impede traffic flow. The streetscape consultant should **analyze** and address this proposal as part of its streetscape study.



## CIRCULATION/ORIENTATIONAL SIGNS

PUBLIC TRANSPORTATION:

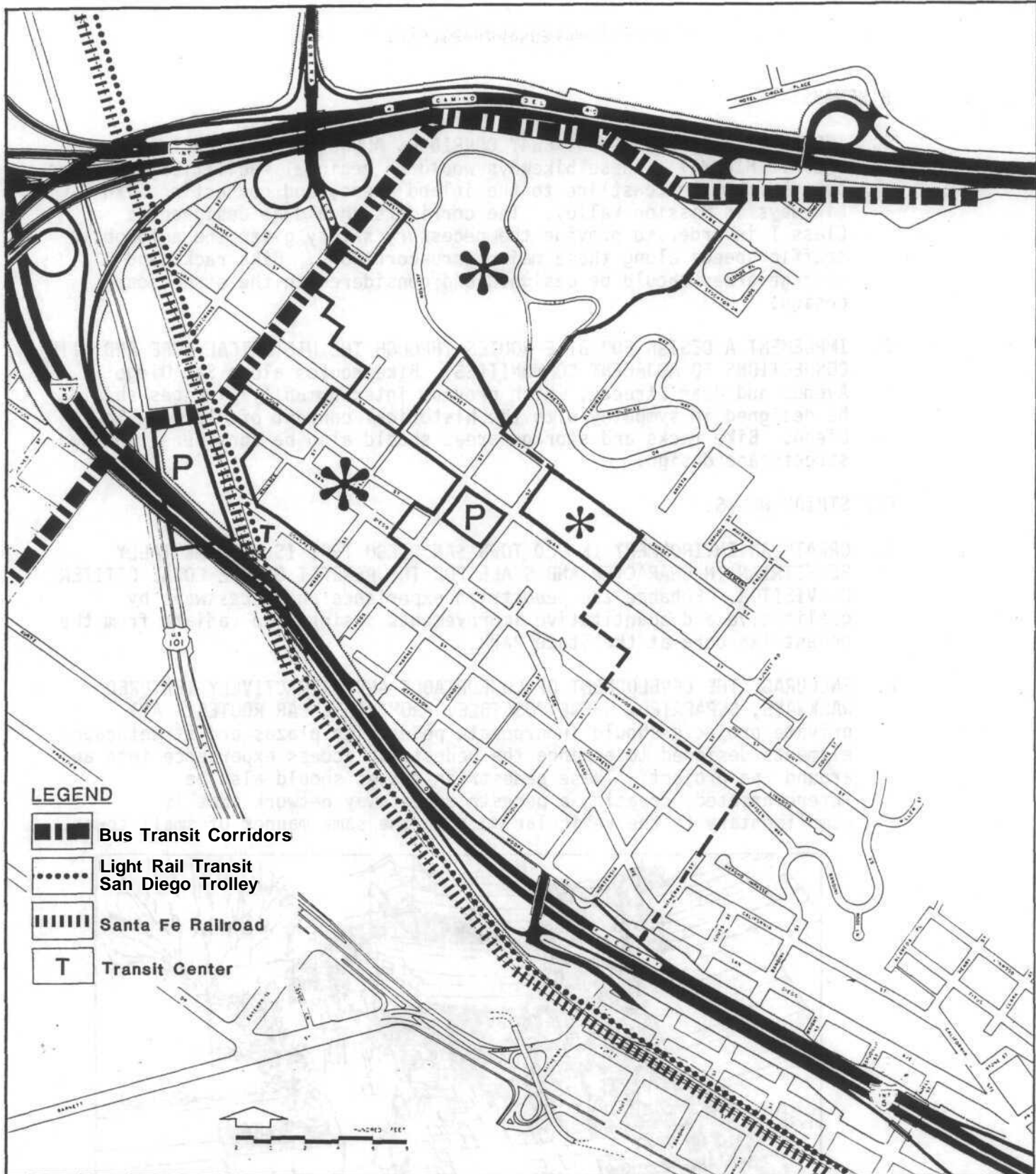
1. IF THE TROLLEY LINE IS ROUTED ALONG THE EAST SIDE OF THE RAILROAD TRACKS, THE STATION FOR THE FUTURE OLD TOWN LINE SHOULD BE LOCATED SOUTH OF TAYLOR STREET ON EITHER CONGRESS WEST OR EAST LOTS OR THE POTTERY VILLAGE PARCEL. The Rosecrans Street lot should be given priority as the location for the future **Trolley** Station.
2. THE FUTURE BUS TRANSIT CENTER SHOULD BE ON LOT E. Both the future **trolley** and transit stations should be **located** together on the Congress Street East lot. The Rosecrans lot should continue to be the primary visitor parking lot. The parking impacts of the trolley station and transit center should be **reexamined**. Increased transit may reduce the **percentages** of vehicle trips to Old Town San Diego, but increased growth in the area will require more parking. The transit center should be **carefully** managed to insure its **compatibility** with Old Town San Diego community development goals.
3. ALL STUDIES INVOLVING PUBLIC TRANSIT SHOULD INCLUDE THE CONSIDERATION OF OLD TOWN SAN DIEGO AS A PRIME TOURIST ATTRACTION.

Visitors to The City of San Diego should be able to **travel** on a public transit system between **all** major tourist attractions. **Full** consideration should be given to the growing role this community will play as a major visitor attraction in the years ahead.

4. ENCOURAGE THE DEVELOPMENT OF AN INTRA-COMMUNITY CIRCULATION SYSTEM OF SMALL, OPEN-AIR, PASSENGER VEHICLES TO MOVE PEOPLE WITHIN THE ENTIRE AREA ON ESTABLISHED ROUTES AND ON A REGULAR SYSTEM OF SCHEDULES. The use of horse-drawn carriages **should** also be considered to **link** the historical core to **peripheral** parking reservoir area. This circulation system should **also** be designed to move people from the parking areas to the historical center.

CIRCULATION ORIENTATIONAL SIGNS





## CIRCULATION/PUBLIC TRANSIT CONCEPT

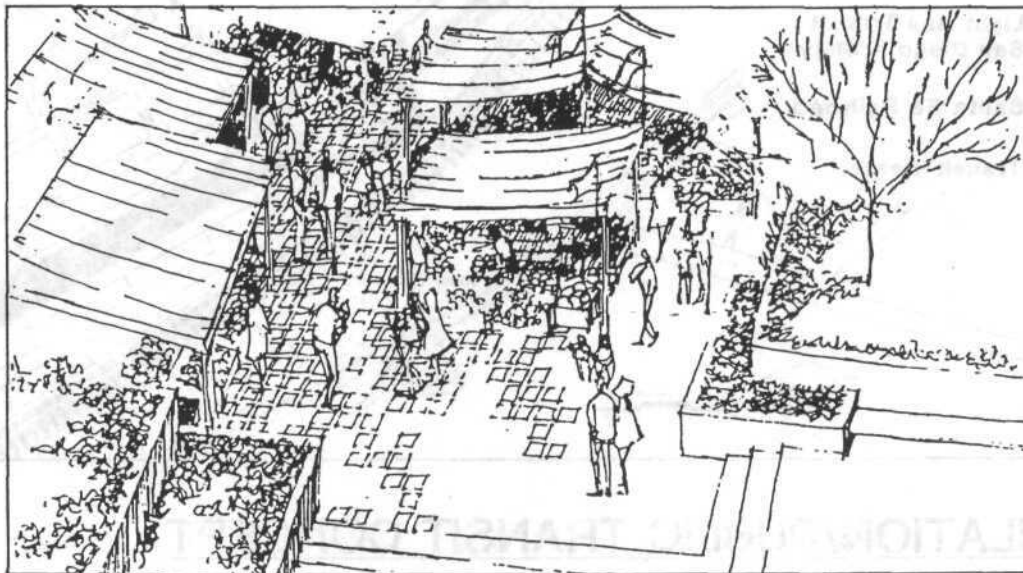


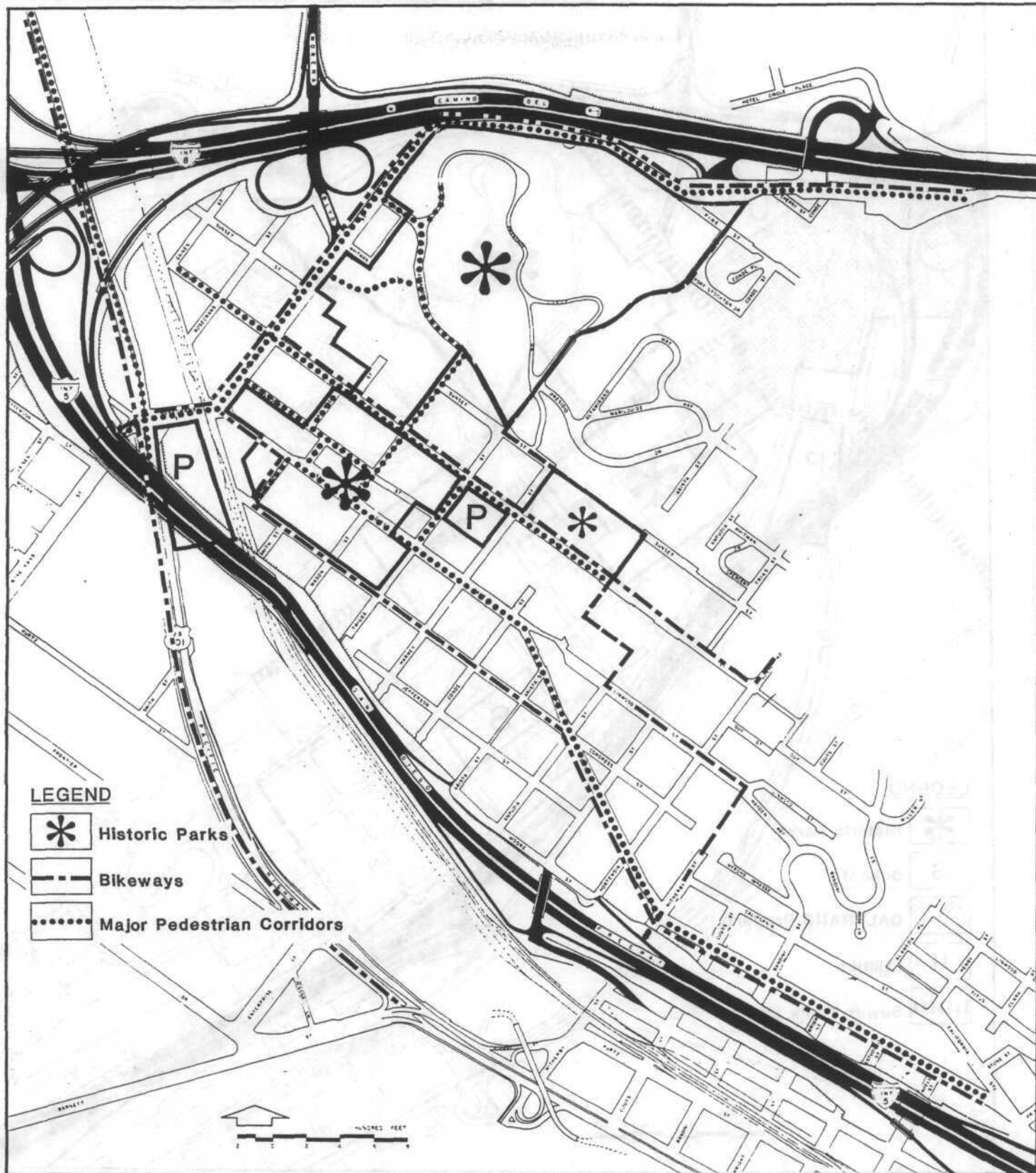
## BIKEWAYS:

1. IMPLEMENT A DESIGN FOR BIKEWAY CORRIDORS ALONG TAYLOR STREET AND PACIFIC HIGHWAY. These bikeways would be regional facilities, carrying bikers from the coastline to the inland areas, and connecting with bikeways in Mission Valley. The corridors should be designed as Class I in order to provide the necessary safety given the automobile traffic speeds along these major thru-corridors. Bike racks and storage areas should be designed and considered in the streetscape design.
2. IMPLEMENT A DESIGN FOR BIKE ROUTES THROUGH THE HISTORICAL CORE AND WITH CONNECTIONS TO ADJACENT COMMUNITIES. Bike routes along San Diego Avenue and Juan Streets, which provide intercommunity linkages should be designed in sympathy with the historical context of Old Town San Diego. Bike racks and storage areas should also be considered in the streetscape design.

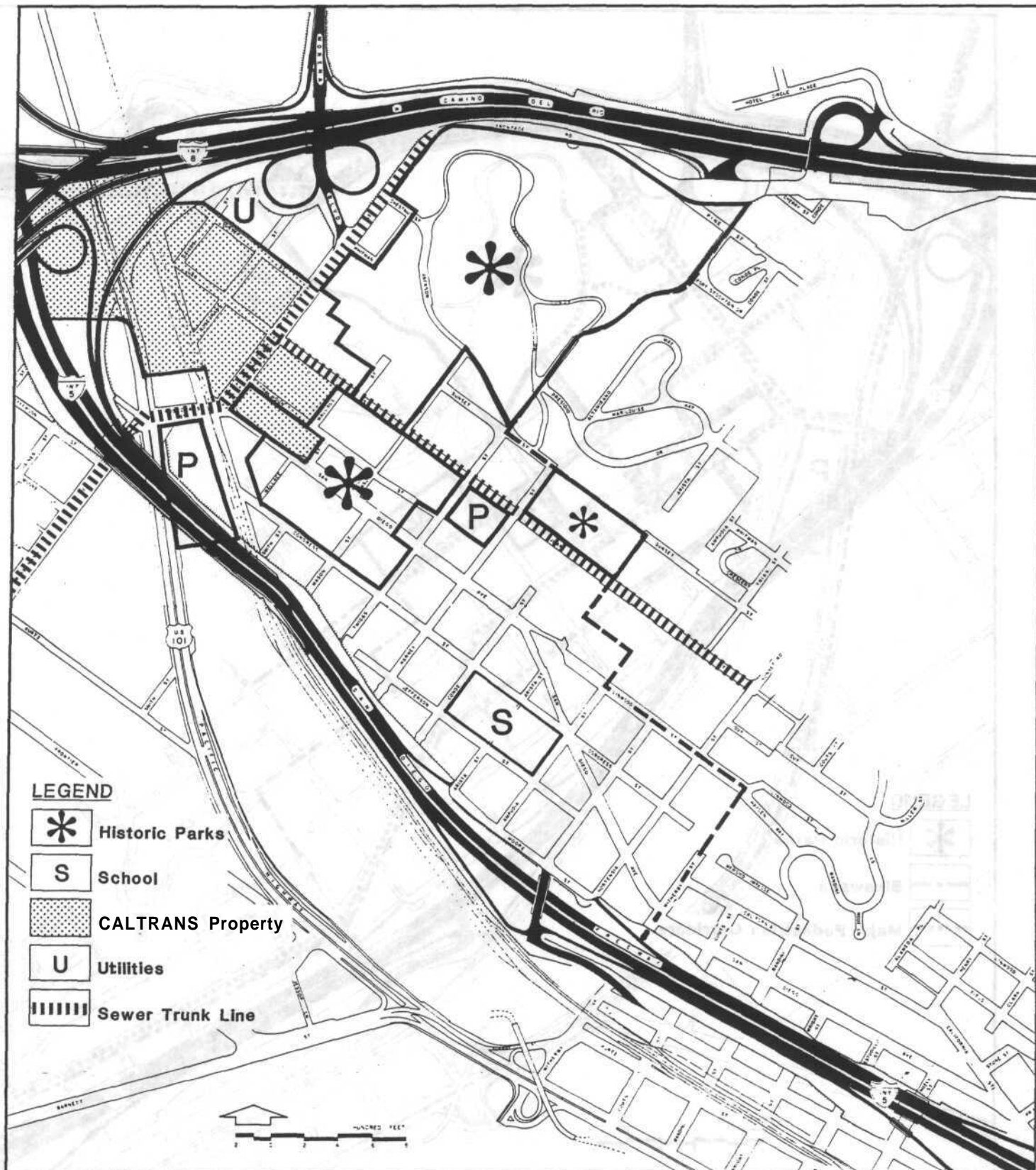
## PEDESTRIAN WALKS:

1. CREATE AN ENVIRONMENT IN OLD TOWN SAN DIEGO THAT IS FUNDAMENTALLY PEDESTRIAN IN CHARACTER AND SCALE FOR THE BENEFIT OF THE LOCAL CITIZEN OR VISITOR. Enhance the pedestrian experience and accessways by qualitative and quantitative improvements designed to radiate from the pedestrian core at the State Park.
2. ENCOURAGE THE DEVELOPMENT OF COMFORTABLE AND ATTRACTIVELY TEXTURED WALKWAYS, SEPARATED, WHERE POSSIBLE, FROM VEHICULAR ROUTES. All private projects should incorporate pedestrian plazas and streetscape elements designed to enhance the pedestrian access experience into and around the project. These pedestrian spaces should also be interconnected, creating a pedestrian pathway network that is complimentary to the vehicular much in the same manner of small towns.





## CIRCULATION-BIKEWAYS/PEDESTRIAN LINKS



## EXISTING PUBLIC FACILITIES/UTILITIES

# PUBLIC FACILITIES AND UTILITIES ELEMENT

## BACKGROUND

Public facilities currently located within Old Town San Diego include Fremont Elementary School, Presidio Park, and the State Division of Highways District Office and Maintenance Yard. A number of other public facilities serve Old Town San Diego but are located outside the area. These include Grant Elementary School, Roosevelt and Collier Junior High Schools, Point Loma and San Diego High Schools, Mission Hills and Point Loma branch libraries (supplemented by a bookmobile), Frontier-Midway and Midtown fire stations and the Central Police station, as well as a County Mental Hospital in the Midway area. In addition there exists a system of public utilities including sewer, water, electricity, and communications.

### SCHOOLS.

The Fremont Elementary School site presently contains approximately 3.8 acres and is bounded by Congress, Jefferson, Ampudia and Conde Streets. The original six classroom building was erected in 1928, and four classrooms, a kindergarten, and assembly-cafeteria and administrative space, were added in 1948. In recent years student enrollments at Fremont have been steadily declining. This situation, paralleling an overall population decline in the area, has resulted in the use of the facility for special school programs. Further study by the San Diego Unified School District will be necessary before a long-range decision regarding the school's future can be reached.

### CALTRANS.

The State Division of Highways District Office and Maintenance Yard are large public facilities located in the area. However, these facilities are geared to regional administration and operations and contribute very little directly to the community on a daily basis. The Maintenance Yard involves a substantial amount of equipment storage and is classified as an industrial land use activity. The contained operation of the Yard in its present prime location will constitute a substantial liability in achieving the realization of Old Town San Diego's future historic-visitor center potential.

### METROPOLITAN TRANSIT DEVELOPMENT BOARD.

The Metropolitan Transit District Board (MTDB) is charged with delivering public transportation sources throughout the San Diego metropolitan area. This agency coordinates and plans regional bus and light rail access. The MTDB Board plans to extend the San Diego Trolley from downtown to the North and East Counties will affect the Old Town San Diego community's development and access opportunities given the railroad corridor location in the western boundary of the community. The Metropolitan Transit



District owns a portion of the railroad **corridor**, and **will** acquire other lands by fee or lease to develop transit stations.

#### SANTA FE RAIL.

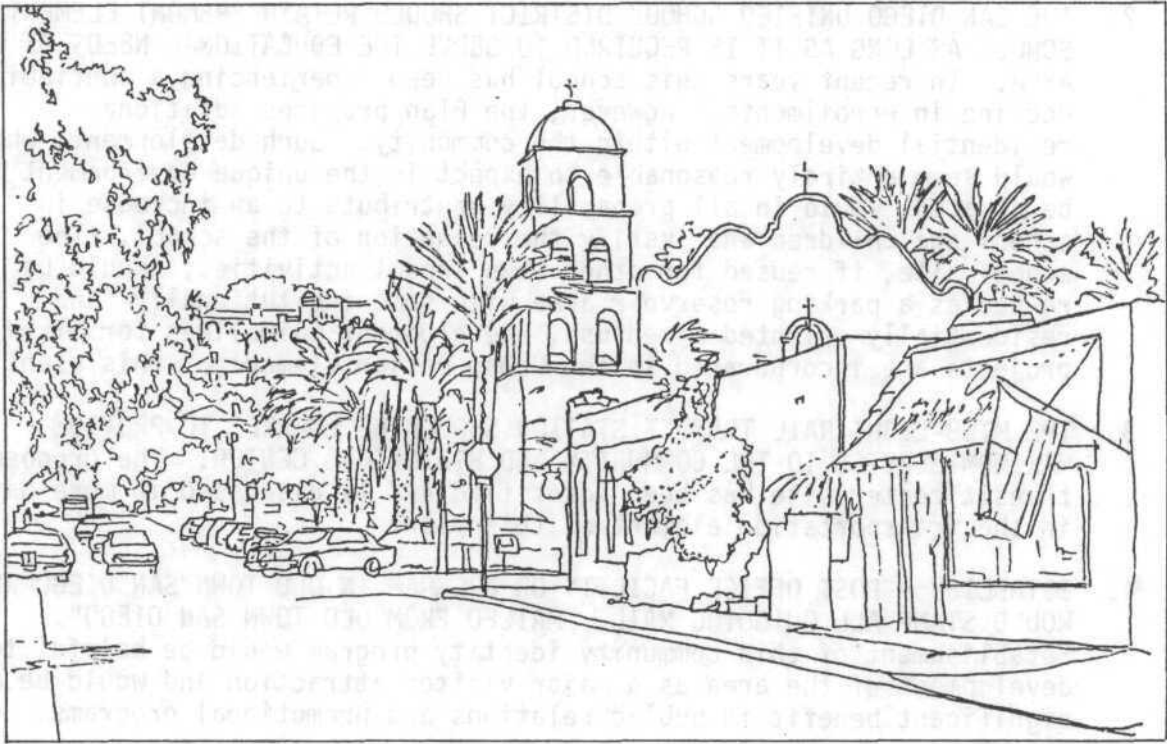
The Santa Fe railroad owns the other portion of the rail corridor on the western boundary of **Old Town San Diego**.

#### SEWER.

**Old Town San Diego** is presently served by the main outfall trunk sewer located in Taylor and Juan Streets. The Taylor Street transmission main provides water to the area. The size of both of these utilities appear adequate to serve the area, although their replacement and maintenance is necessary. With continuation of a high level of maintenance, coupled with a replacement program including minor additions on an as needed basis, this utility system should **adequately** provide support for the **Old Town San Diego** development levels envisioned by this plan.

Many of the current needs of the **Old Town San Diego** community are being met through public facilities located in adjacent areas. Those schools, fire, police, library and other public facilities are generally capable of **providing** a continuing high **level** of service to the community during the coming years.





## RECOMMENDATIONS

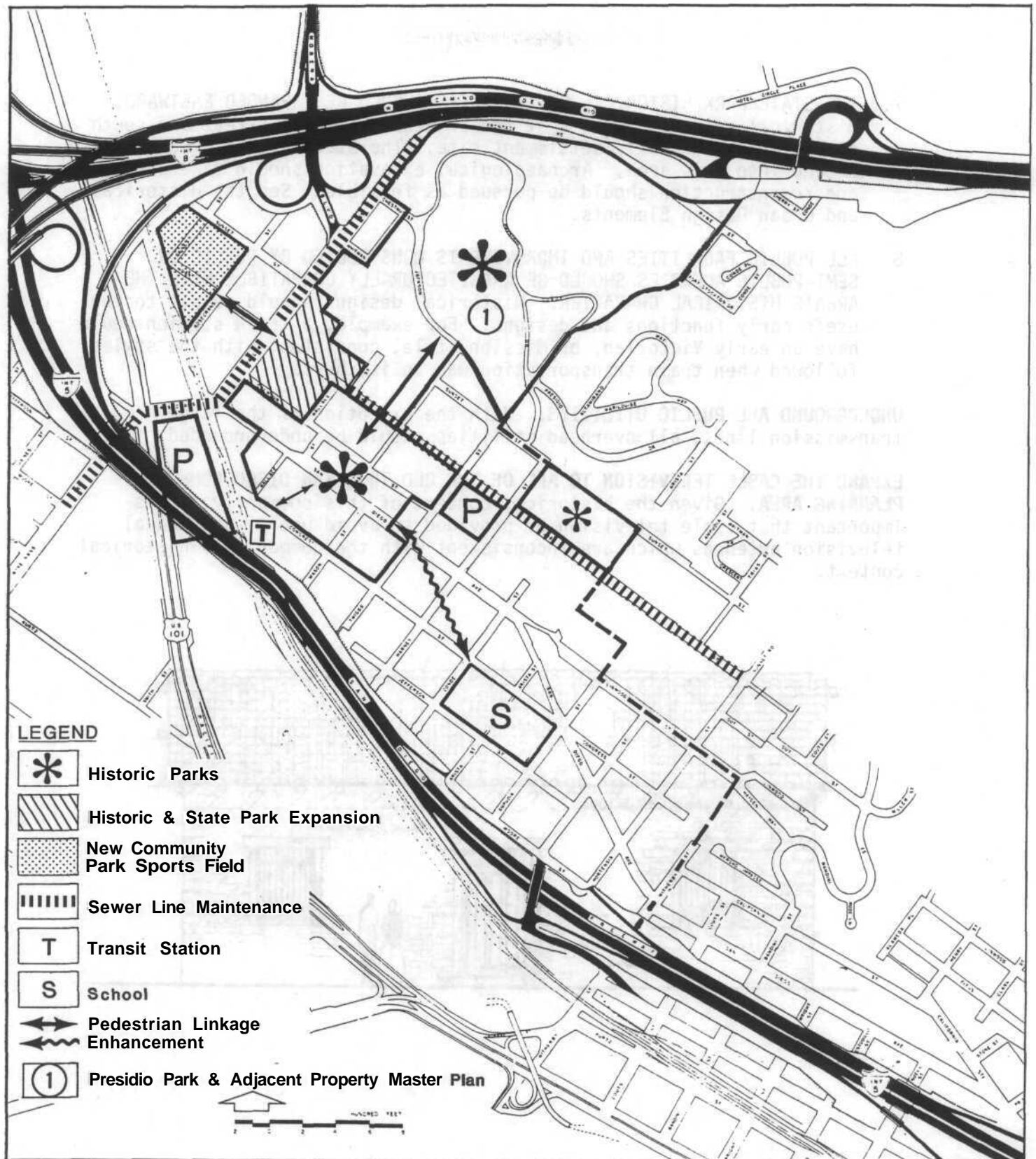
**MAINTAIN AND DEVELOP PUBLIC FACILITIES WHICH WILL FURTHER THE HISTORIC ATMOSPHERE AND SERVE OLD TOWN SAN DIEGO.** Building, structure, and facilities designs should be designed in a manner reflective of the historical styles of the pre-1871 period.

**COORDINATE THE ACTIVITIES OF ALL PUBLIC AGENCIES TO BENEFIT NOT ONLY THE AGENCY'S NEEDS, BUT THE CITY'S AND THE OLD TOWN SAN DIEGO COMMUNITY.** The City Council should also evaluate and address the program, proposals, and priorities of other local, state, or federal public agencies that impact Old Town San Diego. The City of San Diego should assert its influence on these agencies and assure that the interests of Old Town San Diego residents, merchants, and users are given greater attention.

To implement these goals, the following specific recommendations should be implemented.

1. ALL IMPROVEMENTS MADE IN PRESIDIO PARK BY THE CITY OF SAN DIEGO SHOULD CONTINUE TO BE DESIGNED IN SYMPATHY WITH THE ENVIRONMENT OF THE HISTORIC CORE AND CONSISTENT WITH DEVELOPMENT PATTERNS THROUGHOUT THE OLD TOWN SAN DIEGO AREA. Presidio Park should function as part of the total community rather than as a separate entity. The design and development of the Park should be fully integrated and consistent with the historic atmosphere being fostered in the adjacent historic core and elsewhere in the community. Specific recommendations for Presidio Park are included in the Open Space and Recreation Element of this plan.

2. THE SAN DIEGO UNIFIED SCHOOL DISTRICT SHOULD RETAIN FREMONT ELEMENTARY SCHOOL AS LONG AS IT IS REQUIRED TO SERVE THE EDUCATIONAL NEEDS OF THE AREA. In recent years this school has been experiencing a continuing **decline** in **enrollments**. However, the **Plan** proposes **additional** residential **development** within the community. Such **development**, which would seem entirely reasonable to expect in the **unique** environment to be created, **would** in all probability contribute to an increase in school age children and justify the retention of the **school**. The **school** site, if reused for other than **school** activities, should be reused as a parking reservoir area with some **insitutionally-** and **residentially-oriented** mixed use. Development Guidelines for mixed-use projects are incorporated in the Urban Design Element of this plan.
3. THE MTDB-LIGHT RAIL TRANSIT STATION SHOULD BE LOCATED TO PROVIDE MAXIMUM SERVICE TO THE COMMUNITY AND HISTORICAL CENTER. The proposed transit center site has been identified and is discussed in more **detail** in the transportation element of this **plan**.
4. ESTABLISH A POST OFFICE FACILITY OR PROGRAM IN OLD TOWN SAN DIEGO WHICH WOULD STAMP ALL OUTGOING MAIL, "MAILED FROM OLD TOWN SAN DIEGO". **Establishment** of this community identity program would be helpful to development of the area as a major visitor attraction and would be of significant benefit in public relations and promotional programs.
5. PREPARE A COMPREHENSIVE DEVELOPMENT PLAN OF SPECIFIC SITE LOCATIONS FOR SMALL REST AREAS, INFORMATION OR TOURIST CENTERS, PLAZAS AND SIMILAR FACILITIES. Public service areas and facilities will be necessary in providing an attractive and comfortable environment for the large projected volumes of visitors who will be attracted to this historic center. Existing publicly owned property should not be disposed of without consideration for these uses. The Urban Design **Element** of this plan addresses **general** design aspects. Additionally, a streetscape **plan** will be developed **concurrently** with this **plan**, and its proposals should be incorporated into this plan document, once they are approved by the **City Council**.
6. COOPERATIVE EFFORTS SHOULD CONTINUE BETWEEN THE STATE, CITY AND COMMUNITY TO DEVELOP A PROGRAM WHICH WILL LEAD TO THE COMPLETE RELOCATION OF THE STATE DIVISION OF HIGHWAYS MAINTENANCE YARD OUTSIDE OF THE COMMUNITY. The present Maintenance Yard is incompatible with the projected historic-visitor environment in terms of function, operations and visual affect. The land it now occupies has tremendous potential for uses related to the growth of visitor demands for auto-oriented service facilities in the **area**. The Yard itself should be relocated to a more appropriate site outside of **Old Town San Diego** where it could function efficiently. The land should be reused for parking and public **facilities** such as parks, etc. See the Land Use, Urban Design, and Circulation **Elements** of this plan.



## PUBLIC FACILITY DEVELOPMENT CONCEPT

7. THE STATE PARK HISTORICAL CENTER AREAS SHOULD BE EXPANDED EASTWARD. Historical evidence shows that the area east of Juan Street and south of Taylor was an **early settlement** site. The State Historic Park should extend into this **area**. Archaeological excavation **should take place**, and reconstruction **should** be pursued as feasible. See the Historical and Urban Design Elements.
8. ALL PUBLIC FACILITIES AND IMPROVEMENTS CONSTRUCTED BY PUBLIC OR SEMI-PUBLIC **AGENCIES** SHOULD BE ARCHITECTURALLY COMPATIBLE WITH THE **AREA'S** HISTORICAL CHARACTER. Historical designs should relate to the **use's** early functions and designs. For example, a train station could have an early Victorian, or Mission **style**, consistent with the styles followed when train transportation was in its heyday.

**UNDERGROUND ALL PUBLIC UTILITIES.** With the exception of the large transmission lines, all overhead utilities should be undergrounded.

**EXPAND THE CABLE TELEVISION TO ALL OF THE OLD TOWN SAN DIEGO COMMUNITY PLANNING AREA.** Given the historical context of this community, it is important that cable television be provided to avoid use of individual television antennas which are inconsistent with the **community's** historical context.





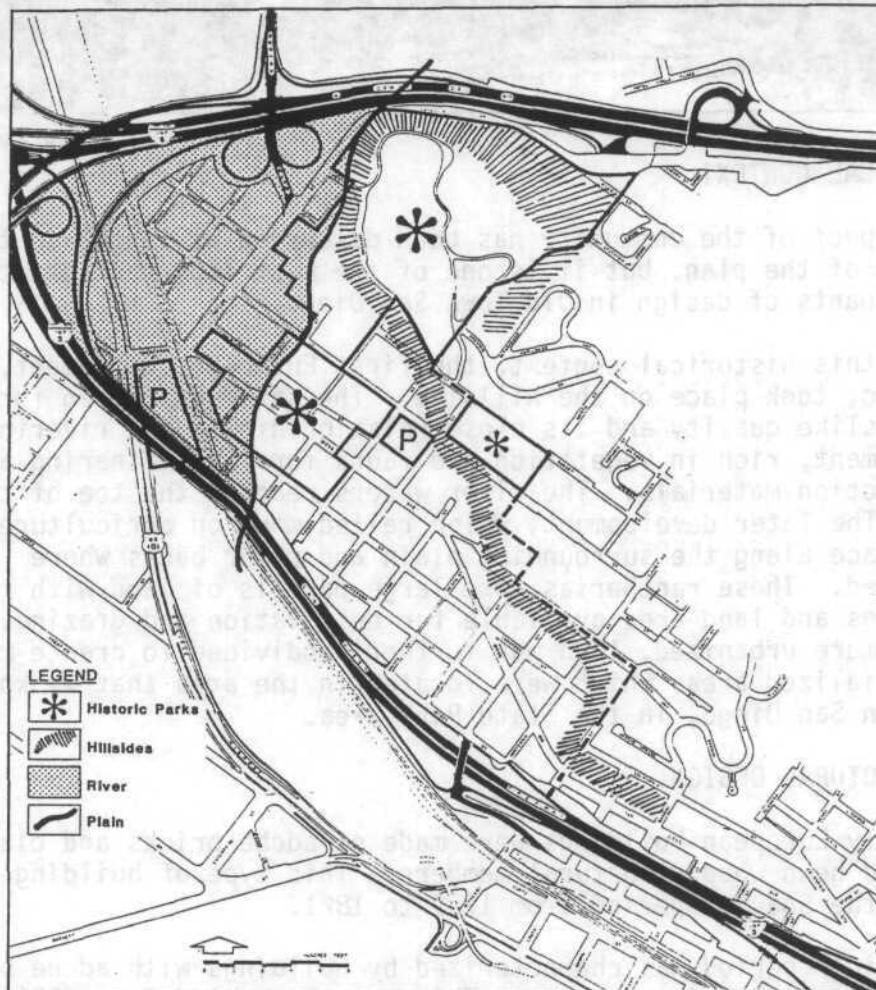
# URBAN DESIGN ELEMENT

## BACKGROUND

The Old Town San Diego Community Planning area is physically made up of a pronounced hillside which contains the majority of Presidio Park and the lower plain area where the historic park and rest of the urban development is located. The north and western boundary is a man-made barrier created by freeways I-5 and I-8. The northern and eastern boundaries are made up of the Presidio and Mission Hills.

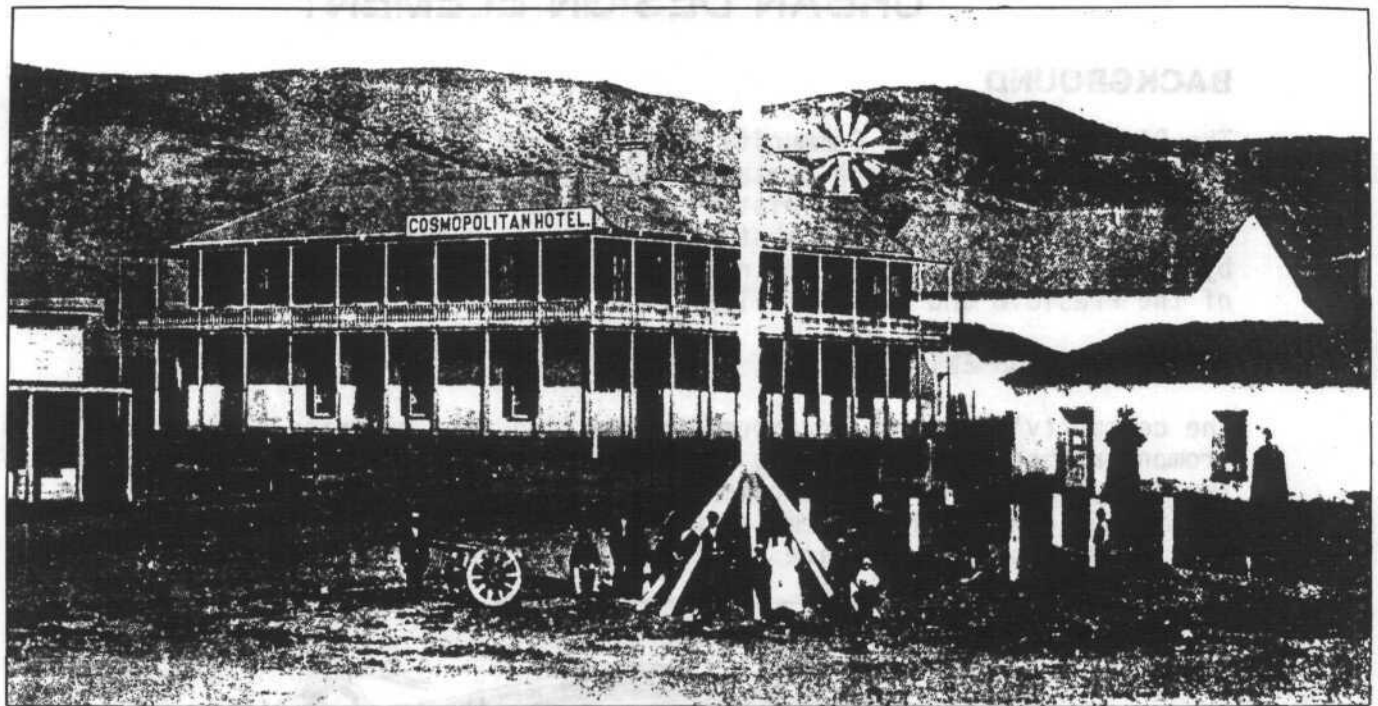
### NATURAL ENVIRONMENT.

The community's natural environmental setting is a riverine plain with a promontory backdrop. The area has been the site of urban development since the early European settlers came to this area and probably earlier. No native environment areas remain, although the site's original landform still remains. The riverine environment has been totally disrupted.



### NATURAL ENVIRONMENT FEATURES





Old Town April, 1872 (Godfry)

#### HISTORICAL CONTEXT.

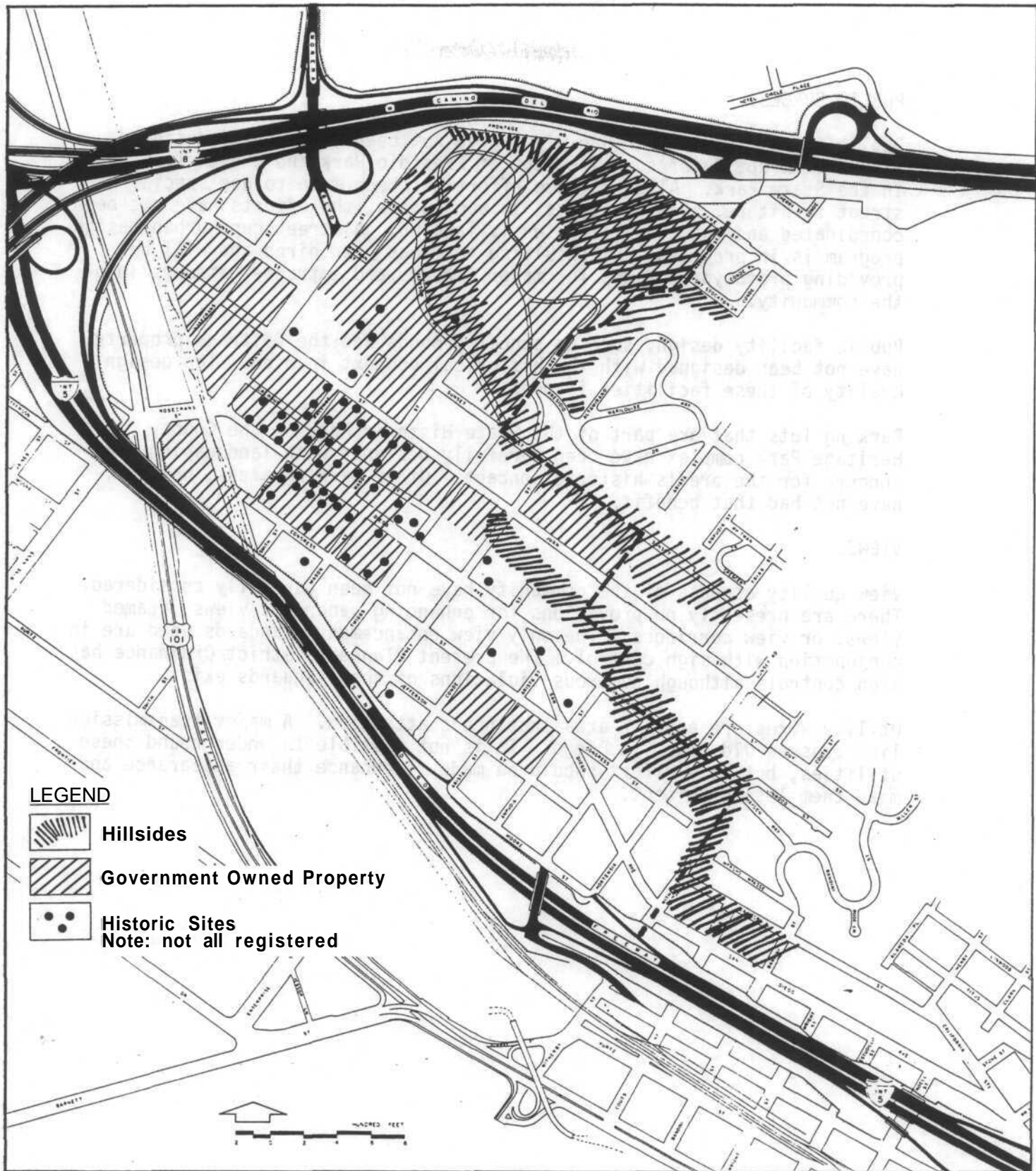
This aspect of the community has been discussed at length in the Historical Element of the plan, but it is one of the most important existing determinants of design in Old Town San Diego.

Within this historical context, the first European settlement, the Presidio, took place on the hillside. The site was chosen for its fortresslike quality and its close relationship to the riverine environment, rich in vegetation and fauna for food gathering and construction materials. The river waters reached the toe of the hillside area. The later development, which relied more on agriculture and farming, took place along the surrounding plain and river banks where "rancherias" developed. These rancherias were large parcels of land with residential buildings and land area available for cultivation and grazing. As the area became more urbanized, land was further subdivided to create more compact commercialized areas which were located in the area that we know today as Old Town San Diego, in the State Park area.

#### ARCHITECTURAL DESIGN.

The early European buildings were made of adobe bricks and clay tile roofs and hand hewn wood structural members. This type of building occurred during the Spanish period from 1769 to 1821.

The Mexican period was characterized by buildings with adobe brick walls and mission tile or sod roofs. This was the period from 1821 to 1846. The late American period 1846 to 1871 concurrent with the California Gold Rush saw wood-walled and roofed buildings with sawn and milled woodwork.



## URBAN DESIGN INVENTORY

## PUBLIC SPACES.

Public spaces in Old Town **San** Diego have not been consciously designed, with the exception of some sections of Presidio Park and the central **plaza** in the State Park. Although some effort has been made to use special street furniture, such as lights, in some areas, the efforts have not been coordinated and the overall design is lacking. A streetscape urban design program is in progress. A consulting team has been hired and **will** be providing prototype designs for major streets and entrance gateways into the community.

**Public facility** design, such as school grounds and the **Caltrans** property, have not been designed with the **historical** context in mind. The design quality of these **facilities** is poor.

Parking lots that are part of the State Historic Park or the County Heritage Park complex have been carefully designed with landscaping and concern for the **area's** historic concept. Other parking areas, however, have not had that benefit.

## VIEWS.

View quality aspects of the community have not been carefully considered. There are presently no provisions for enhancing panoramic views, framed views, or view corridors. The only view enhancement standards used are in conjunction with sign **control**. The present **Planned** District Ordinance has sign controls although numerous violations of the standards exist.

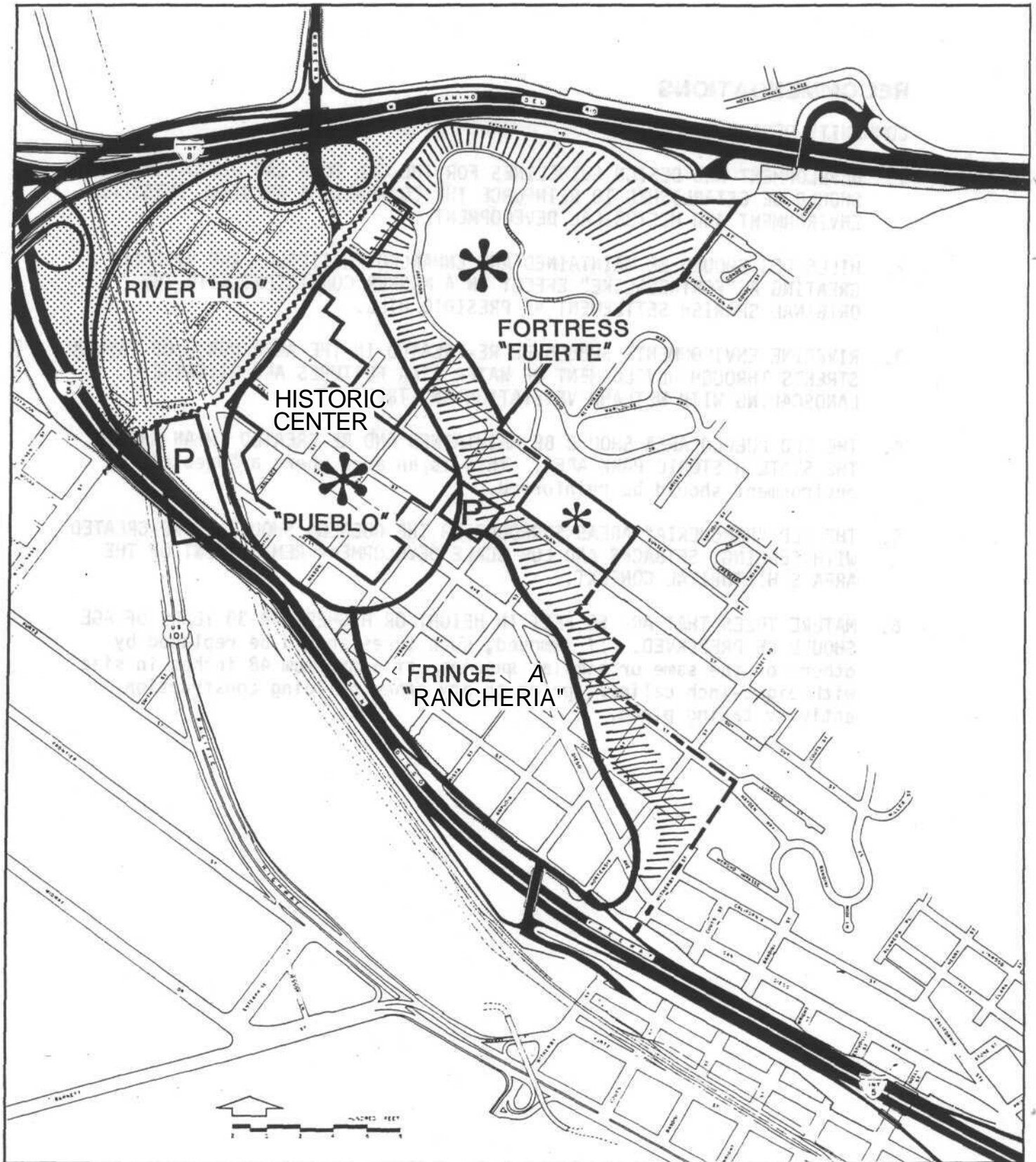
Utility wires are another area that needs attention. A major transmission **line** crosses Old Town San Diego. It is not **feasible** to underground these **utilities**, but some effort should be made to enhance their appearance and make them **less** prominent.

## RECOMMENDATIONS

### COMMUNITY DESIGN CONCEPT:

1. DEVELOPMENT AND DESIGN GUIDELINES FOR THE OLD TOWN SAN DIEGO COMMUNITY SHOULD BE ESTABLISHED TO REINFORCE THE COMMUNITY'S ORIGINAL PHYSICAL ENVIRONMENT AND HISTORICAL DEVELOPMENT.
2. HILLSIDES SHOULD BE MAINTAINED AND ENHANCED PHYSICALLY AND VISUALLY CREATING A "FORTRESSLIKE" EFFECT IN A MANNER CONSISTENT WITH THE ORIGINAL SPANISH SETTLEMENT AT PRESIDIO HILL.
3. RIVERINE ENVIRONMENTS SHOULD BE RE-CREATED IN THE AREA NORTH OF TAYLOR STREETS THROUGH DEVELOPMENT OF WATER AREA FEATURES AND RIVERINE LANDSCAPING WITH WETLAND VEGETATION AND TREES.
4. THE OLD PUEBLO AREA SHOULD BE MAINTAINED AND RE-CREATED IN AN AROUND THE STATE HISTORIC PARK AREA. This is an area where a "pueblo" environment should be reinforced.
5. THE OLD "RANCHERIA" AREAS SURROUNDING THE PUEBLOS SHOULD BE RE-CREATED WITH FENCING, SETBACKS AND LOW SCALE DEVELOPMENT REMINISCENT OF THE AREA'S HISTORICAL CONTEXT.
6. MATURE TREES THAT ARE 50 FEET IN HEIGHT OR HIGHER, OR 30 YEARS OF AGE SHOULD BE PRESERVED. If removed, such trees **should** be replaced by others of the same or **similar** species, of a minimum 48 inches in size with eight-inch caliper, prior to any other **building** construction activity taking place.





## HISTORICAL DEVELOPMENT CONTEXT



## DEVELOPMENT DESIGN/SCALE:

### 1. FOUR DISTINCT DESIGN DISTRICTS SHOULD BE DEVELOPED, AS FOLLOWS:

HILLSIDES. The "Fuerte" Presidio area.

Development should respect the hillsides and revegetate them. Minor encroachments could be permitted on steep **hillsides** (25 percent or greater). Encroachments should be designed to fit into the hillside as **unobstructively** as possible. **Hillside** development should be clustered. This area is also crisscrossed by earthquake fault **lines**, thus **development** should be minimized from a safety standpoint.

RIVER. The "Rio" area.

**Development** should re-create the river environment by **consolidating** lots into large parcels and providing low scale development set into a park-like "riverine" environment. In order to create this riverine environment, at least 70 percent of the site should be **landscaped** with wetland vegetation species. Buildings on stilts are appropriate for this area. This area is subject to **liquefaction**, therefore **development** intensity should be reduced for safety reasons.

CORE. The "Pueblo" area.

Development should be urban with no setbacks and one- or two-story structures covering the front area of the site at the street. Open, unbuilt areas, if any, **should be relegated** to the back portion of the **lot**.

CORE SUPPORT. The "Rancheria" area.

Development should have **larger** setbacks of 15 to 20 feet. Side yards should **also** be observed, of five feet or so, and backyards of ten feet from the property **line** should also be observed. Open **landscaped** frontages as **well** as open wood fences of rural character or four- to five-foot-high walls at the street frontage are to be encouraged, re-creating in this manner the residential settlements of old Hispanic **villages**.

## HISTORICAL CONTEXT:

1. **BUILDING DEVELOPMENTS, STRUCTURES, AND SITE DESIGN AND LANDSCAPING SHOULD FAITHFULLY REFLECT THE HISTORICAL PERIODS OR DEVELOPMENT IN THE COMMUNITY.**

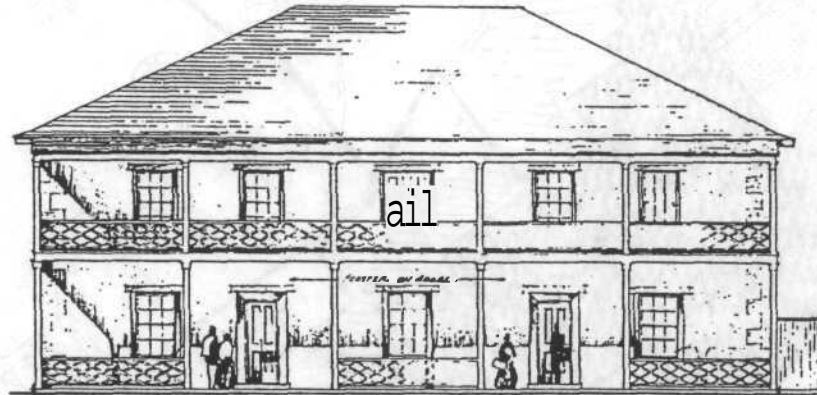
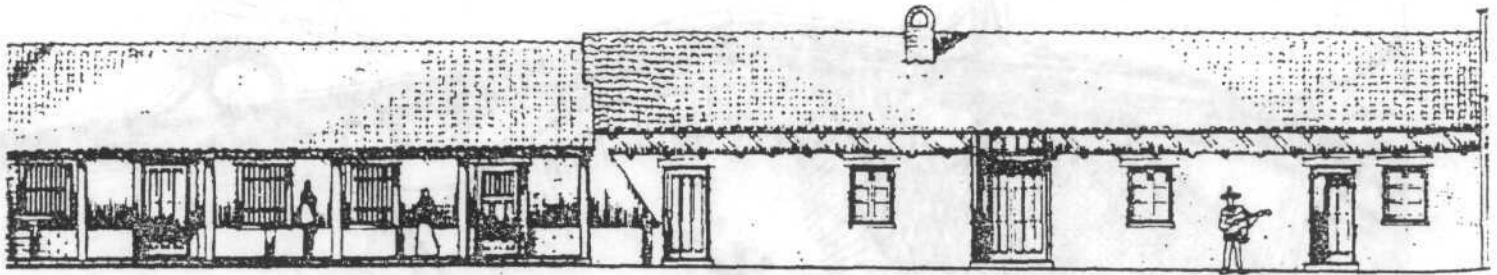
The existing **Old Town San Diego Design Guidelines** should be updated to better reflect the historical context and styles of **Old Town San Diego**. At present, this document does not clearly identify those **stylistic** components that fit each **historical/architectural** style, and as a result, the architecture is a **nondescriptive** mixture of stylistic details that detract rather than compliment the **community's historical** importance. A program should be approved immediately to fund the updating of these guidelines, so that future development **will** enhance the international importance of this historical community and site.

2. **ARCHAEOLOGICAL SITES SHOULD BE PRESERVED OR RECONSTRUCTED.** Any **archaeological** building site found should be carefully studied and preserved to **allow** future generations to view it and study it. Preservation should be achieved by building around it and minimizing the amount of development on the site to that which is consistent with the preservation goals of the site. The archaeological site, artifacts or building elements **should** also be preserved in a manner that they can be viewed by the **public**. For this purpose, development standards of the Planned District Ordinance such as use, setbacks, height restrictions, coverage, and landscaping requirements may be modified on a project by project basis, with the objective of preserving the site **economically** and visually, for present and future generations to enjoy.

Sites where archaeological and historical evidence exists which would allow their reconstruction should so be reconstructed. Special development considerations and economic incentives, **including** tax incentives, should be provided.

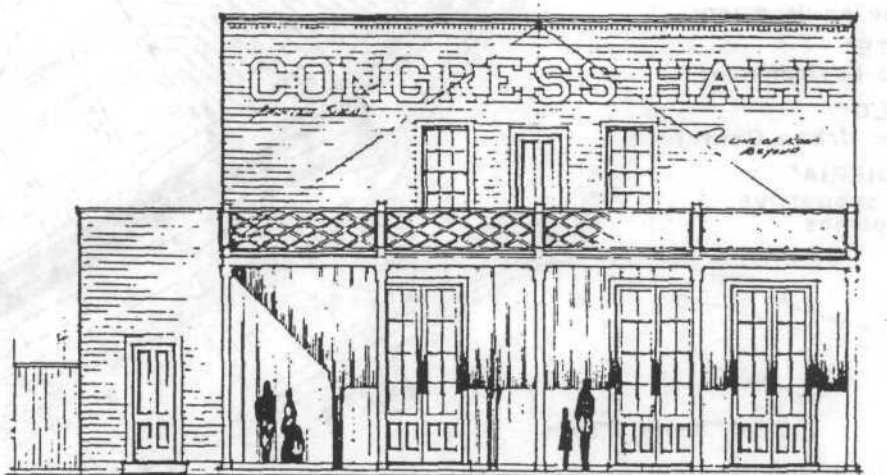
3. **HISTORICAL/ARCHITECTURAL STYLES SHOULD BE FAITHFULLY FOLLOWED.** This should also **include** the incorporation of original/historical bearing wall structural standards. The observation of these standards **will** result in a better, more faithful historical/architectural design. Maximum height of buildings or structures shall not exceed 30 feet from the natural grade.

The following historical/architectural styles should be followed:

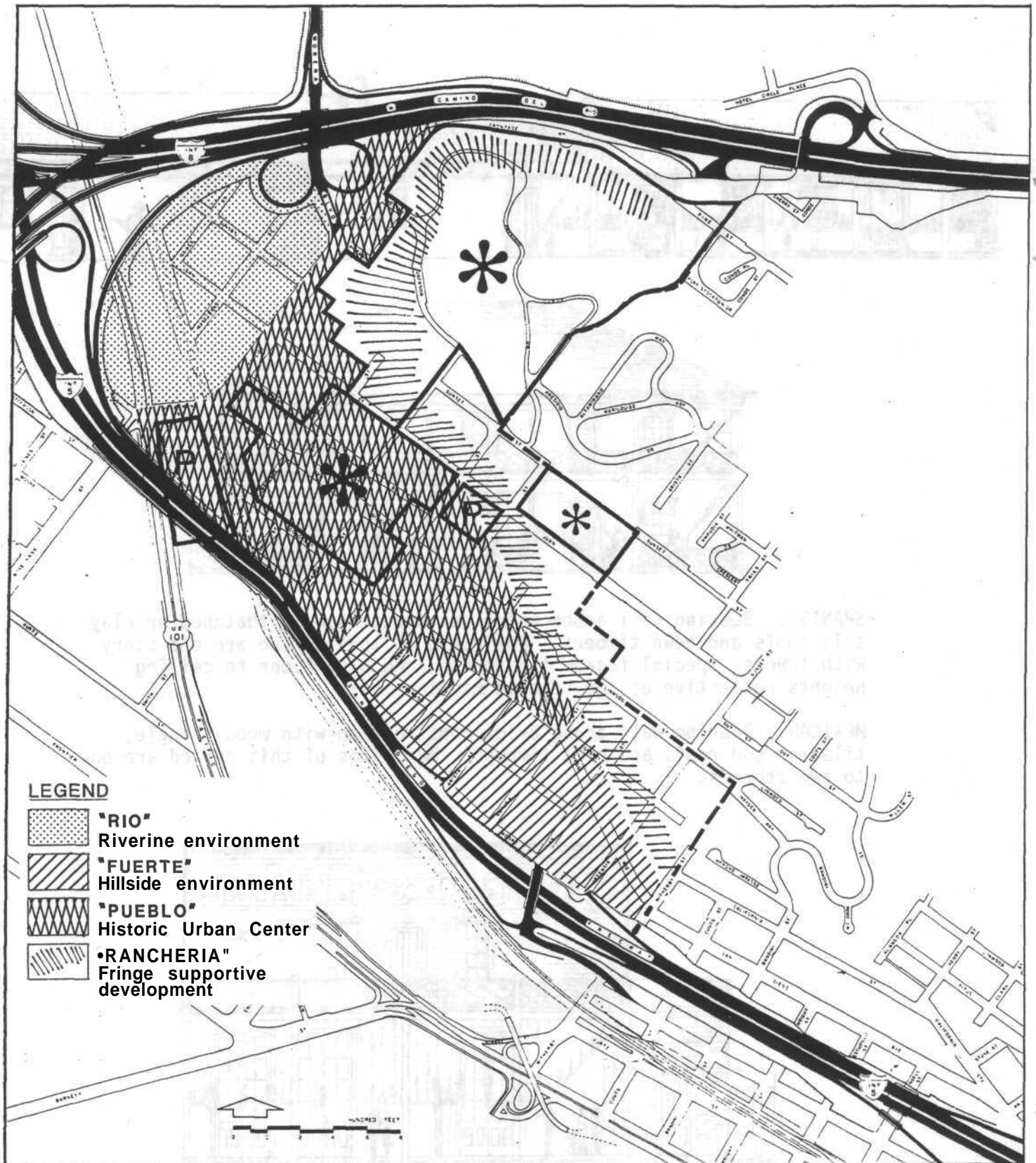


SPANISH. Bearing wall adobe brick construction with thatched or clay tile roofs and hewn timbers. Buildings of this period are one story with towers, special facade treatments, and high floor to ceiling heights reflective of the related mission style.

MEXICAN. Bearing wall adobe brick construction with wood shingle, tiled or sod roofs and hewn timbers. Buildings of this period are one to two stories.



AMERICAN. Wood wall and roof wood and shingle construction, a brick wall with wood roofs and shingles with sawn timbers. Buildings are one to two stories.



## URBAN DESIGN CONCEPT AND DISTRICTS

## PUBLIC SPACES:

1. SPECIAL **DESIGN** CARE SHOULD BE GIVEN TO PUBLIC SPACES AND FACILITIES, INCLUDING BUILDINGS AND GROUNDS. Public projects should be specially responsive to the **community's** historical importance and sensitive to its design context. Public entities **should** always set the example for private enterprise to **follow**.
2. PUBLIC PARKS LOCATED WITHIN THE HISTORICAL AREAS SHOULD BE SENSITIVELY DESIGNED TO COMPLIMENT AND ENHANCE THE HISTORICAL CONTEXT. Areas known to be rich in **archaeological** value should be researched, exhibited, and protected consistent with the **public** purpose of the park. All **public** park development **shall** be reviewed by the Architectural Review Board and community **planning** group for consistency with the **plan** goals and **objectives**.
3. REDEVELOPMENT OF AND IMPROVEMENTS TO PRESIDIO PARK SHOULD INCORPORATE HISTORICAL INTERPRETIVE EXHIBITS. The fencing should be reconstructed **to reflect historical** designs as was done in the State Park. Heavy brush areas should be **trimmed** and thinned to provide a **visual** connection between the Presidio and State Historic Park. Buildings should be **designed to reflect faithfully** the **community's** early historical **styles**. Park trails **should** be dirt or **dirt-crete** with stoned gutters re-creating the early designs.
4. SCHOOL BUILDINGS AND GROUNDS SHOULD BE DESIGNED IN A MANNER THAT RESPECTS THE COMMUNITY HISTORICAL/CULTURAL VALUES. School buildings should be **stylized** to reflect **historical/architectural** forms in the community. Fencing should be designed in a manner that is reflective of the **area's** architectural/historical context. Grounds, **particularly** their perimeter, should be **landscaped** with native and drought resistant materials. The **school district**, or any other agency or private group responsible for the development of **schools** should seek the input of the **community's Architectural** Review Board.
5. ALL PUBLIC BUILDINGS AND SITES SHOULD BE DESIGNED CONSISTENTLY WITH THE PLANNED DISTRICT ORDINANCE AND ARCHITECTURAL DESIGN GUIDELINES. The community's Architectural Review Board should provide input to the **design** of public building sites and facilities.



6. STREETS SHOULD PROVIDE ADEQUATE AREAS FOR PEDESTRIAN ACCESS, THE SIDEWALKS SHOULD BE WIDE ENOUGH TO TAKE THE PEDESTRIAN TRAFFIC PROJECTION. AUTOMOBILE TRAFFIC LANES SHOULD BE DEEMPHASIZED. Pedestrian **clear** paths should be a minimum of six to eight feet in the river and fringe areas. In the core, pedestrian "**clear** paths" should be 10 to 15 feet in width. Street trees shall be provided throughout along parkways next to the curb. Tree species **shall** be different in the different subareas. The river area **should** have street trees of **wetland** species. The **hillsides** **should** have chaparral type of vegetation with **tall** vertical trees. The core (pueblo) area should have arid **tall** and narrow tree species. The fringe (rancherias) should have broad canopied tree species. The streetscape plan program **will** provide greater detail on the design and landscaping materials. Sidewalk areas should be tanned in **color**, mimicking dirt paths. High groundcover reminiscent of weeds **should** be **planted** in the parkway. Street lights should be pedestrian-oriented and maintain the historical context.
7. TAYLOR STREET SHOULD HAVE A **30-FOOT-WIDE** PEDESTRIAN PARKWAY ON EACH SIDE OF THE STREET. Buildings should be set back 30 feet from the property **line**. The landscaped areas should include a **meadow-like** environment with grass and trees. A landscaped street median should be incorporated. A sidewalk pedestrian clear path eight feet in width with tan color paving reproducing dirt paths, and a four- to six-foot-wide **landscaped** parkway at the curb should be developed within the **street's public right-of-way**. **all** areas that are not used for **plantings** or automobile access shall have enhanced paving, such as **tiles**, textured concrete, etc. Street **lights** **should** reflect the community's historical context.
8. TAYLOR STREET SHOULD HAVE LANDSCAPED CENTER ISLANDS. Turning **lanes** should be defined by four-foot **landscaped** center islands.
9. SAN DIEGO AVENUE SHOULD MAINTAIN THE STREET RIGHT-OF-WAY BOUNDARY CONTINUITY BY DEVELOPMENT OF ADOBE WALLS. Four- or five-foot adobe **walls** at the property **line** are encouraged. Landscaping in the form of vines to provide color and contrast is encouraged.
10. FREEWAY RIGHT-OF-WAY SHALL BE LANDSCAPED WITH LOCAL FLORA. Freeway edges **should** be **landscaped** with vegetation **materials** that are consistent with the **community's** historical context. Freeway entrances into the community **should** be designed to make a statement of entering an important historical area. Features **similar** to the "**colonial bell**" which graced the Camino Real route in California is an example of **such** a feature. The streetscape design program will develop each motif, and **should** become a part of this plan for future **implementation**.
11. PARKING LOTS SHOULD BE DESIGNED IN A MANNER REPRESENTATIVE OF A LOW SCALE RURAL CONTEXT. The State Historic Park parking areas between Congress Street and San Diego Avenue are an **excellent** example of design

for these areas. The dirt landscaped island with arid landscaping coupled with the more **rural-like blacktop** automobile circulation areas represent an **excellent** solution to this design **problem**.

12. PARKING STRUCTURES SHOULD BE DESIGNED AS UNOBSTRUCTIVELY AS POSSIBLE. The structures should have a minimum of 15-foot landscaped setbacks from the street right-of-way. The **landscaped** setbacks **should** include mounding and various types of groundcover, bushes, and trees. Buildings should be **reflective** of adobe type structures, with articulation reflective of historic buildings and **development** patterns. The roof of the structures should **include landscaped** planters that allow vegetation such as vines to grow and cascade onto the ground, providing further visual relief and **color**. Structures of 20,000 square feet or larger should be broken up by landscaped **wells** in the middle of the structure. Mixed-use is encouraged, provided the other uses are located in the periphery of the structure in such a manner that the parking structure is **located** in the middle of the project not viewable from the street. Roof elements from other uses should project over the roof of the structures to provide visual relief from the top of the **hill**.

Access to parking structures both above and below grade **shall** not be gained directly from the street but should be gained from a separate driveway perpendicular to the street.

13. UNDERGROUND PARKING STRUCTURES SHALL BE DEVELOPED TOTALLY UNDERGROUND. No portion of the structure **shall** project more than one foot above the **sidewalk level**.

PUBLIC VIEWS:

1. PANORAMIC VIEWS FROM THE HILLSIDES SHOULD BE MAINTAINED. Roof tops should be carefully designed to avoid blighting panoramic views. Roof top mechanical structures **should** be buffered, sheltered, or enclosed to avoid negative impacts on views.
2. PANORAMIC VIEWS INTO THE HILLSIDES SHOULD BE MAINTAINED. Hillsides should be preserved and revegetated. Development on and around hillsides should be **clustered**.
3. VIEW CORRIDORS TO PRESIDIO HILL SHOULD BE MAINTAINED. Streets focusing on Presidio **hill** should not be **closed**, in order to maintain **public** view corridors. Setbacks should be constructed to enhance **public** views as **needed**.
4. STRICT SIGN CONTROL SHOULD BE EXERCISED TO MAINTAIN THE HISTORICAL CONTEXT. Due to the small scale of most pre-1871 development, signs should be pedestrian-oriented as contrasted to automobile-oriented **signs**.

5. BILLBOARDS AND OTHER OFF-PREMISE SIGNS SHALL BE REMOVED FROM THE OLD TOWN SAN DIEGO COMMUNITY. The Planning Department should encourage property owners near Taylor Street and Rosecrans area not to renew their present **leases**. The Old Town San Diego **Planned** District Ordinance does not permit billboards or off-premise signs. Redevelopment proposals should be subject to **full** compliance with the Planned District Ordinance, and require the removal of any existing signs consistent with the Planned District Ordinance which has been in effect since 1971, as amended in 1987.

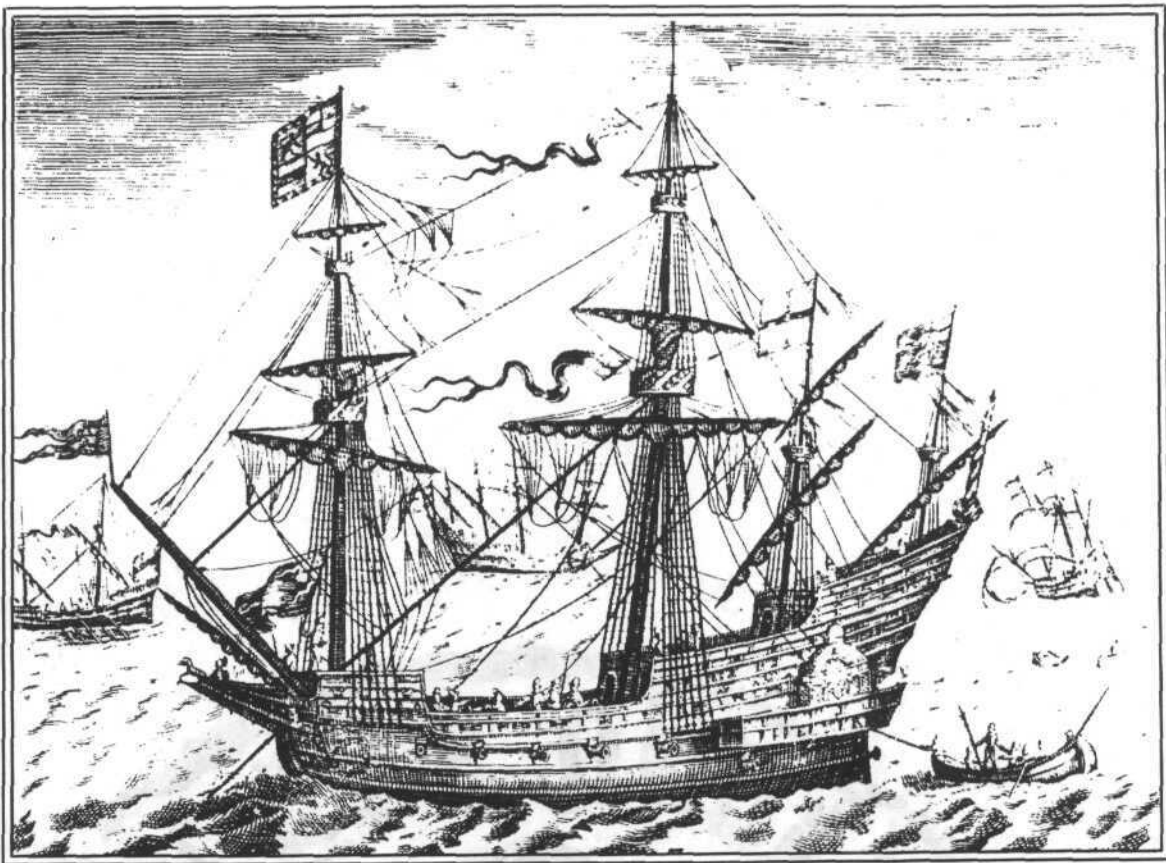




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# Implementation

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## IMPLEMENTATION

This section identifies all known implementation actions to this plan and categorizes them into four phases, as follows:

- PHASE I: **Administrative/Programming.** Takes place **immediately** upon adoption of the plan by the City Council. All administrative type of actions should be **accomplished within** a year of plan adoption.
- PHASE II: **Short Range.** Takes place within five years. Includes **implementation** of improvements already on line, or minor improvements which can reasonably be accomplished within this timeframe.
- PHASE III: **Mid Range.** Takes place **within** 12 years. Includes **implementation** of few selective major critical improvements.
- PHASE IV: **Long Range.** Takes place within 17 years. Includes implementation of major outstanding programs.



# IMPLEMENTATION PROGRAM

## Implementation Method

Task Force recommendations achieved

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### Adoption of a revised Planned District Ordinance

- o Limit height, size, and bulk of new **structures**.
- o Require **archaeological** study.
- o Require maximum size of buildings to be no greater than historic precedent.
- o Impose Historic overlay which **will** require partial or complete reconstruction.
- o Preserve **hillsides**.
- o Encourage open **walks** and courtyards.
- o Use height definition which creates building **envelope** to follow the **land** form.
- o Improve project review process.
- o Sunset old permit **approvals**.
- o Expand residential areas and encourage residential construction.
- o Protect the **single-family** area.
- o Enhance goals of mixed-use residential.
- o Increase the Core area.
- o Encourage a Parking District and **in-lieu** fees.
- o Create a Parking Zone.
- o Encourage transit center, discourage park and ride.

### Adoption of a Business Improvement District

- o Provide a **central** advertising and marketing medium for **Old Town San Diego**.
- o Develop **promotional** techniques for Old Town San Diego.

- o Develop promotional techniques for Old Town San Diego.
- o Provide a central community force to speak for the community with the various governmental agencies.
- o Provide assistance in **fundraising** for **implementation** of streetscape program.
- o Provide improved direction and promotion of existing parking **areas**.
- o Encourage and instigate purchase of a south end parking **area**.
- o Devise funding mechanisms for parking facilities.
- o Restrict employees to parking in less popular public parking areas and use transit, or in some cases park on premise.
- o Encourage relocation of buses to **less visible areas**.
- o Initiate shuttle system.
- o Improve visitor awareness of Old Town San Diego's various **facilities**, services and events.

#### Adoption of Streetscape Program

- o Beautify **all** of Old Town San Diego to provide a cohesive environment.
- o Create enhanced designs for community entrances and gateways.
- o Provide directional communication so that visitors will be able to traverse **Old Town San Diego**.
- o Improve visitor awareness of where "Old Town San Diego State Park" is, perhaps with better **signage**.
- o Improve landscaping treatment within the public right-of-way.
- o Underground public utilities.

#### Council Policy

- o Open negotiations with the San Diego Historical Society for development of interpretive research, development and management of Historic Sites in Old Town San Diego.
- o Improve intergovernmental relations within Old Town San Diego, by exhibiting a strong commitment by the City to encourage better **utilization** of publicly owned land and removal of inappropriate and incompatible uses.

### Council Policy - Funding

- o Relocate and improve active, **athletic uses** in **Balboa** and Mission Bay parks to **replace** those facilities in Presidio Park.
- o Award consultant contract to prepare updated specific, **detailed** architectural guidelines (to **replace existing** "Standards and Criteria").
- o Award **consultant** contract for working drawings of streetscape improvements.
- o Underground utilities throughout the Planned District Area.

### Council Policy - Intergovernmental

#### State of **California** - Department of Parks and Recreation

- o Expand Historic Park to encompass historic building sites on Juan from Taylor to Mason and **along** San Diego Avenue, Taylor and Smith Streets.
- o Maintain permanently **all** State parking lots.

#### State of **California** - Department of Transportation

- o Encourage relocation of storage **facilities** and **all** other **incompatible** uses.

#### San Diego City Schools:

- o Enter into agreement for the **eventual** permanent use of the Fremont **School** site for parking.

### Council Direction to Departments/Agencies

#### Park and Recreation:

- o Master plan for Presidio Park to include interpretive park area and linkages for State Historic Park and Presidio Park.

#### Interim measures to include:

- o Pedestrian access through or around the golf course area, as **feasible**.
- o Thinning shrubbery above the **golf** course to create a visual **link**.
- o **Install** path and overlook areas above the **golf** course.

## Engineering and Development

- o **Install** one way couplet on Twiggs and Harney, between Juan and Congress.
- o Install a four-way stop at Harney and San Diego Avenue.
- o Post two-hour parking limits along **Wallace**, Juan and **Calhoun** Streets.
- o Investigate permit **parking** for residents.
- o Remove the green line and all associated signs.
- o Widen Presidio Drive to **allow** for a right-turn on Taylor.
- o Convert option left-turn lane on east bound Taylor at **Morena** to a mandatory left.

## MTDB

- o Encourage trolley station and transit center along the current **railroad** right-of-way between Wallace and Taylor.
- o Discourage Park-and-Ride at this **facility**.



## IMPLEMENTATION PHASING

The recommendations identified in the Implementation Program are organized in a phasing program, as follows:

**Phase I: Administrative Programming, to be accomplished within a year (by July 1988) of this plan's approval or earlier, include the following actions:**

1. Adoption of a revised Old Town San Diego Planned District Ordinance. This action is projected to be accomplished concurrently with the adoption of this plan.
2. Allocation of funding by the City Council for Planning Department staff **implementation** and follow up of the Community Plan progress, as well as administration and enforcement of the new Planned District Ordinance. The funding allocation should to be accomplished in conjunction with the adoption of this plan. The much of this cost **should** be refundable through permit fees.
3. Adoption of the Old Town San Diego Streetscape Plan program, and incorporation of said program into the Old Town San Diego "Standards and Criteria" Report, **originally** adopted by the City Council on February 22, 1973. This action is projected to be **accomplished** by December 1987.
4. **Establishment** of a Business Improvement District. This program is underway at this time, and is expected to be brought before the City Council within the next eight months by January 1988.
5. Fund a consultant contract to prepare specific and **detailed architectural guidelines**, designed to update the existing Old Town San Diego, "Standards and Criteria" Report **originally** adopted by the City Council on February 22, 1973. The contract is projected to be completed by **July** 1988.
6. Initiate discussions at the state level to expand the State Historic Park across Juan Street.
7. Post two-hour parking **limits** along **Wallace**, Juan and Calhoun Streets.
8. Remove the green line and all associated signs.
9. Establish parking and Streetscape improvement **"in-lieu fee" programs**.
10. Expand **Cable** T.V. to all of Old Town San Diego.



Phase **II**: Short **Range**, to be accomplished within a five year period (by July 1992) of this **plan's** approval, or earlier, include the following action:

1. Prepare a master plan for Presidio Park, to include interpretive areas, a passive park, and **linkages** from the State Historic Park to Presidio Park. Open negotiations with the **Historical** Society for an interpretive research program in Old Town San Diego.
2. Construct a pedestrian access from the State Historic Park to Presidio Park. Shrubbery thinning should also be accomplished.
3. Award a **consultant** contract for working drawings for streetscape development.
4. Initiate discussions with CALTRANS towards the relocation of storage **facilities** from Old Town San Diego.
5. Initiate **undergrounding** of public facilities.
6. Establish permit parking for residents.
7. Convert the option **left-turn lane** on east bound Taylor at **Morena** to a mandatory **left**.
8. Identify and initiate the use of some parking lots for employee and bus parking.
9. Improve signing and promotion of existing parking areas.
10. Initiate work for the **establishment** of a Parking District Program.
11. Initiate a Streetscape District Program.
12. Initiate **implementation** of Transit Center.

Phase **III**: Mid Range takes **place** within 12 years of this plan approval (by July 1999), or **earlier**, include the following actions:

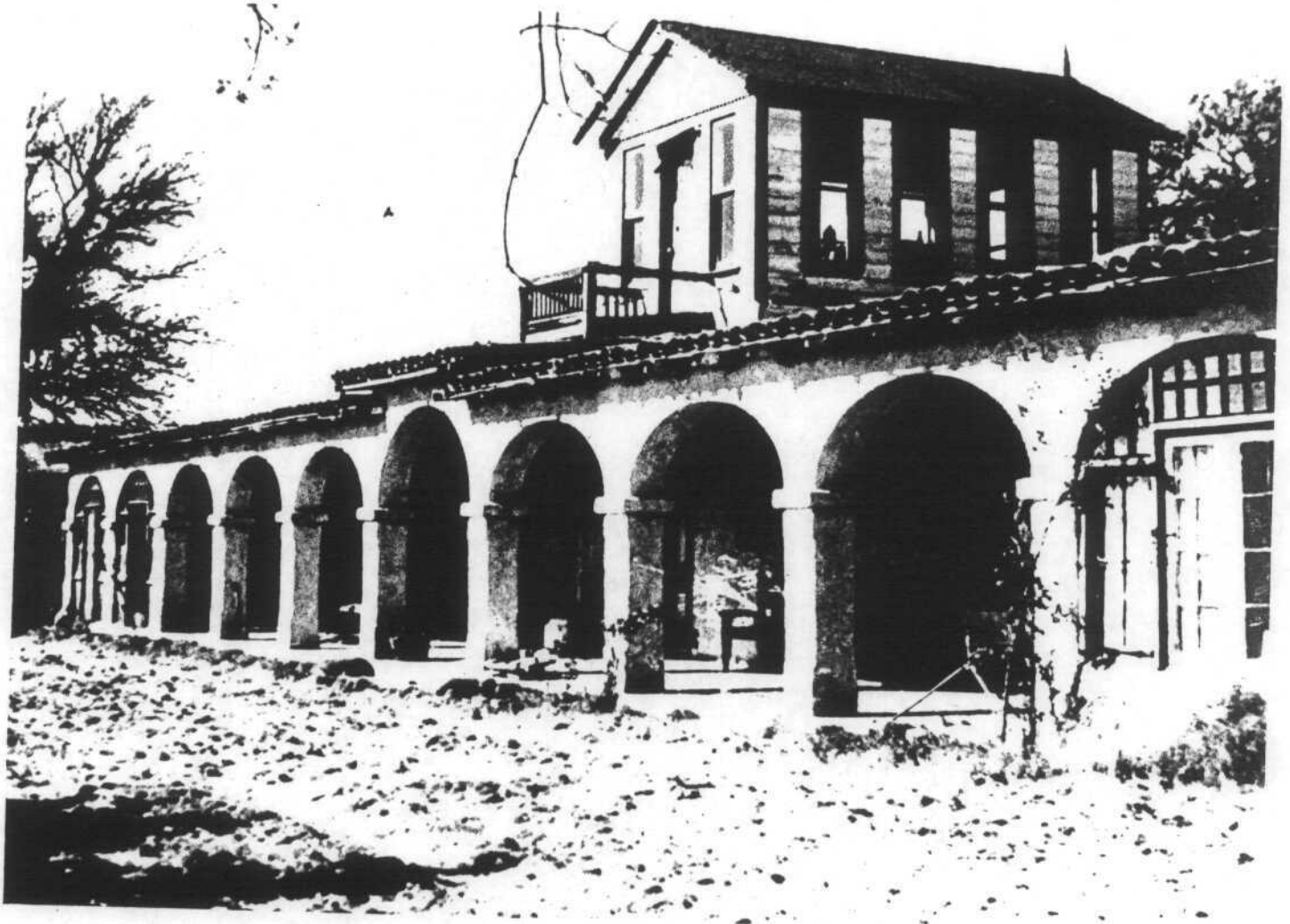
1. Completion of streetscape improvements.

2. Acquisition the CALTRANS properties for parking.
3. Initiate an agreement with the San Diego Unified **School** District for a property lease and a joint/use project for the Fremont **School** site.
4. Initiate the operation of a shuttle system.
5. Implement the Transit Center **proposal**.
6. Initiate the **development** of Presidio Park master **plan** and interpretive exhibits.
7. Complete the purchase of State Park expansion area.

**Phase IV: Long Range, takes place within 17 years of this plan's approval (by July 2004), or earlier, include the following actions:**

1. Build parking structure on CALTRANS property.
2. Relocate active sports facilities from Presidio Park.
3. Implement the new Presidio Park Master Plan.
4. **Implement** south end parking structure and the Fremont School site and **playground** reconstruction program.





THIS PLAN HAS BEEN PREPARED BY  
THE CITY OF SAN DIEGO PLANNING DEPARTMENT,  
WITH THE COOPERATION OF  
THE OLD TOWN SAN DIEGO TASK FORCE.

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